

# Editor & Publisher

® THE FOURTH ESTATE

You never know  
where our  
Washington staff  
will pop up next



Their beat includes the usual . . . the White House, Capitol Hill, the Pentagon and the Supreme Court. But their real talent is their ability to do the unusual . . . turn up in the offices and secret meeting places of the lobbyists, bureaucrats, statesmen and other representatives of Washington's power elite, to report how they are influencing government decisions.

**Peter Lisagor**—Best known of all Washington Bureau chiefs, he was one of only 21 newspaper reporters to accompany President Nixon on his historic China journey. A regular at Presidential press conferences, Lisagor's scholarly reports and weekly columns on the hot national issues are widely read and quoted.

**William McGaffin**—Assistant chief of our Washington Bureau, he began his career as a foreign correspondent and is an expert on foreign affairs. McGaffin is our watchdog on the Pentagon and Capitol Hill, keeping his eyes on the policy makers and issues that shape our lives.

**William J. Eaton**—He won a Pulitzer Prize for disclosures that led to Judge Clement F. Haynsworth's rejection as a Supreme Court Justice, and has been hot on the trail of Watergate since the break-in. In addition to his investigative talents, Eaton is a specialist in economics.

**Robert Gruenberg**—His eyewitness report on the shooting of Alabama Governor George Wallace won him a first place award in the A.P.'s Illinois newswriting contest. His coverage of civil rights and health, education and welfare make him a valuable asset to the bureau team.

There are many reasons why the Daily News Washington Bureau is preferred by editors who subscribe to the Chicago Daily News/Sun-Times News Service. You've just read about four of them.

## Chicago Daily News

Marshall Field, Publisher

SERIALS SECTION LIBRARY  
UNIVERSITY OF ILLINOIS  
CHICAGO CIRCLE, BOX 8198  
CHICAGO, IL 60680



# The Seattle Post-Intelligencer

Washington's fastest-growing daily newspaper

# The Seattle Post-Intelligencer

fastest-growing newspaper on the west coast

# The Seattle Post-Intelligencer

9th largest daily gain in the United States  
and Canada

The figures are in and once again they prove that the Post-Intelligencer is a newspaper on the move.

In the state of Washington the P-I led all other daily and Sunday newspapers in circulation gains — and overwhelmed the next runner-up by over 2 ½ times. Similarly, the P-I outgained all other daily newspapers on the west coast and ranked ninth among the top 10 growth newspapers in the United States and Canada.

For more information about the fastest-growing newspaper on the coast, talk to the Hearst Advertising Service representative in your area.



*Steve Petranak (center) and Al F. Ehrbar (second from right) receive award plaque presented by (from left to right) Frank B. Maher, John Hancock president, Gerhard D. Bleicken, John Hancock chairman, Petranak, Ehrbar and Dr. John R. Silber, president of Boston University.*

## **Democrat & Chronicle financial writers win \$1000 award for bankruptcy story.**

Al F. Ehrbar, financial editor, and Steve Petranek, financial writer for the Democrat & Chronicle were recently named winners of the 1973 Awards for Excellence Program, co-sponsored by John Hancock Mutual Life Insurance Company, and Boston University's School of Public Communication.

Their investigative series examined the initial success and the swift demise of a modular housing firm—Stirling-Homex Corporation—probed into the company's operations and accounting system and uncovered why the firm failed. The series, which appeared last December in the Democrat & Chronicle, was judged best in its category for outstanding writing in the field of business and financial journalism.

**Good newspapers encourage award winning writers. We are. We do.**

**Gannett Rochester Newspapers**

55 EXCHANGE STREET, ROCHESTER, N.Y., 14614

**Democrat & Chronicle** (morning and Sunday) **The Times-Union** (evenings)



# 2

## Million Two-rific!

You should have been there Friday, Nov. 16. The Classified Advertising Department of The St. Petersburg Times was bubbling over with excitement and pride.

Everyone wore big badges — "2-Million, Two-rific!"

That was the day The Times ran its 2-millionth want ad in 1973 — the first year ever for The Times. Eleven newspapers reached the 2-million mark in '72. We're happy to join the ranks in '73.

"Team effort — that's what did it," says Classified Advertising Manager Tom Roskelly. "We have the greatest Classified staff around — backed by the entire Times Publishing Company making The Times the kind of product people read and use every day. Our readers KNOW Classified works for them. They turn to Classified more and more because of this confidence."

Such milestones measure the enthusiasm of a staff that just won't quit working. On "2-Million Day," phones kept ringing and sales representatives kept selling. More ads for a newspaper where advertising really sells!

It took 82 years for The Times to reach the 1-million ad mark in 1966. But only seven years to double that! We're ready for 3-million now!

**St. Petersburg Times**  
FLORIDA'S BEST NEWSPAPER

P.O. Box 1121 St. Petersburg, FL. 33731

## DECEMBER

9-21—API Newspaper Promotion and Public Relations Seminar, Columbia University, N.Y.

## JANUARY 1974

- 4-5—Virginia Press Association, Hotel John Marshall, Richmond, Va.
- 6-9—National Retail Merchants Association's 63rd annual convention, New York Hilton, New York City.
- 6-18—API Editorial Page Editors and Writers Seminar, Columbia University, New York, N.Y.
- 9-11—Newspaper Color Seminar, Graphic Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.
- 10-12—Arizona Newspaper Association Inc., Safari Hotel, Scottsdale.
- 11-13—Mid-America Press Institute Newsroom Management Seminar, Hotel Sheraton-Jefferson, St. Louis, Mo.
- 14-16—Northeast Classified Advertising Managers Association, Sheraton Boston, Boston, Mass.
- 17-20—New England Press Association annual winter convention, Sheraton-Boston Hotel, Boston, Mass.
- 19-22—Great Lakes Newspaper Mechanical Conference, Royal York, Toronto, Canada.
- 21-23—International Press Institute meeting of American and Belgian editors, publishers and broadcasters, European Economic Community headquarters, Brussels, Belgium.
- 23-26—National Newspaper Publishers Association Mid-Winter Workshop, Playboy Plaza Hotel, Miami Beach, Fla.
- 24-26—Tennessee Press Association convention and Press Institute, Hotel Sheraton, Nashville, Tenn.
- 24-26—Texas Press Association, Villa Capri, Austin, Texas.
- 25-26—New England Daily Newspaper Association, regular membership meeting, Marriott Motor Hotel, Newton, Mass.
- 26-February 2—Suburban Newspapers of America mid-winter meeting, Maui Surf Hotel, Hawaii.
- 27-30—International Newspaper Advertising Executives annual meeting, Hyatt-Regency, Houston, Tex.

## FEBRUARY

- 3-15—API Circulation Managers Seminar, Columbia University, N.Y.
- 7-9—Alabama Press Association convention, Carriage Inn, Huntsville, Ala.
- 8-10—Michigan Women's Press Club, Sheraton Motor Inn, Flint, Mich.
- 8-10—Northwest Daily Press Association, 55th annual convention, Sheraton-Ritz Hotel, Minneapolis.
- 13-16—California Newspaper Publishers' Association Convention, Century Plaza Hotel, Century City, Calif.
- 17-March 1—API Publishers, Editors, and Chief News Executives Seminar (for newspapers under 50,000), Columbia Univ., N.Y.
- 17-19—Texas Daily Newspaper Association annual meeting, Houston Oaks Hotel, Houston.
- 20-23—U.S.-Canadian Relations seminar, sponsored by Canadian and American committees, International Press Institute, Sheraton Four Seasons, Toronto, Canada.
- 21-23—Ohio News Association Convention, Sheraton Columbus Motor Hotel, Columbus, Ohio.
- 24-March 1—Police-Press Relations Seminar, International Association of Chiefs of Police, San Francisco, California.
- 28-March 2—New England Association of Circulation Managers annual conference, Marriott, Boston, Mass.

## MARCH

- 1-3—Maryland-Delaware-DC Press Association annual Winter Convention, Sheraton-Baltimore Inn, Baltimore, Md.
- 1-3—Mid-America Press Institute Editorial Page Seminar, Marott Hotel, Indianapolis, Ind.
- 2-5—Inland Daily Press Association, Brown Palace Hotel, Denver.
- 3-5—New York State Publishers Association winter convention, Rye Town Hilton Inn, White Plains, New York.
- 3-15—API New Methods of Newspaper Production Seminar, Columbia University, N.Y.
- 10-12—Southern Newspaper Publishers Association Mechanical Conference (western division), Sheraton Hotel, Fort Worth, Texas.
- 14-16—Pennsylvania Society of Newspaper Editors Seminar, Sheraton-Harrisburg Inn, Harrisburg, Pa.
- 17-19—Central States Circulation Managers' Association, Spring Convention, Galt House, Louisville, Ky.
- 17-29—API Telegraph Editors and Copy Desk Chiefs Seminar, Columbia University, N.Y.

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EDITOR & PUBLISHER for December 8, 1973



**“A splendid  
service...”**

**“Unduplicated by any  
other source...”**

**“An honest approach...”**

**“Clear,  
Concise,  
Unbiased...”**

These are typical of scores of user comments on State Farm's *No-Fault Press Reference Manual*. Since its publication in January of 1973, it's become the standard reference work on auto insurance reform. More than 800 copies are in use in the nation's newsrooms.

Encyclopedic in scope, the 300-page loose leaf manual is a tab-indexed guide to every aspect of the no-fault auto insurance story. For every state that's passed major auto insurance legislation, the manual provides a concise run-down of the law's principal provisions, along with an analysis and its complete text.

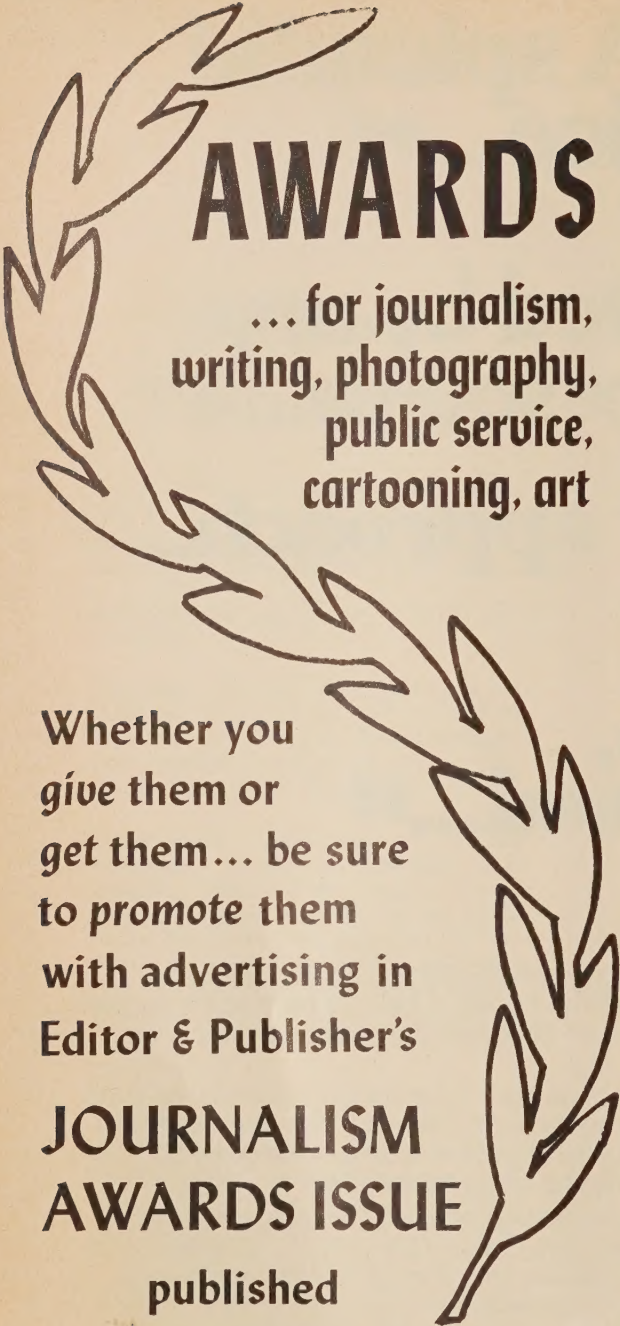
Other sections include a historical overview of the auto insurance reform effort, proposed federal legislation and a glossary. Updates are mailed to all manual users as laws are amended and new ones passed. They also get *Advisory*, a one-page newsletter that thumbnails interim developments.

Altogether, the manual, updates, and newsletter offer authoritative, unbiased help to everyone reporting on auto insurance reform. For this free service, write to:



Robert Sasser  
Public Relations Department  
State Farm Insurance Companies  
One State Farm Plaza  
Bloomington, Illinois 61701





# AWARDS

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cartooning, art

Whether you  
give them or  
get them... be sure  
to promote them  
with advertising in  
Editor & Publisher's  
JOURNALISM  
AWARDS ISSUE  
published

DECEMBER 22, 1973

Deadline for advertising copy: December 13

**Editor & Publisher**

850 Third Avenue, New York, N.Y. 10022

## CATCH-lines

By Lenora Williamson

**NEXT YEAR'S NEWS**—Burt Freireich, editor and publisher of the *Sun City* (Ariz.) *News Sun*, has given readers a 10-month advance notice that the local post office will be closed Columbus Day, 1974. Burt figures he's just in time since the release announcing this year's closing arrived one day late for publication—having taken two days to get from the postmaster's office to the newspaper's post office box, a total distance of about 40 feet. Burt, in all fairness added, "But who am I to complain? It took me two months to get this note into my column."

\* \* \*

**NEVER MIND THAT CORRECTION**—Ellen Scott of the *Albany Times-Union* reports a letter from a reader, Donald F. McCarthy, re a typo in a Thanksgiving dinner recipe. Among printed ingredients for a baked yam dish appeared "g2 cups good bourbon," instead of  $\frac{1}{2}$  cup measure. If all readers interpreted the typo as two cups bourbon, Ellen thinks this may have been the merriest Thanksgiving ever. As for Mr. McCarthy, who pointed out the typo, he wrote happily, "Forget the turkey, Pass the yams."

\* \* \*

**WATCH THOSE CAMERA ANGLES**—It was reliably reported in the AP Log that photographer Horst Faas, while working at the desert home of David Ben-Gurion, bent over for a better camera angle on a shot and was promptly butted by an ibex. First, friends, off to a dictionary to see what is an ibex: a wild goat with large horns transversely ridged in front. So, we gather, it's logical to follow the Log's suggestion to color Faas "blue, and back."

\* \* \*

**A LIGHT, HEADY HEAD**—At the *New Britain* (Conn.) *Herald* a head writer borrowed the motto of the Christopher Society as a basis for handling an energy shortage story in writing a 6-column head: "'Tis far better to light a candle than curse a brownout."

\* \* \*

**ABOUT THOSE NEWSPAPER LOGS**, the kind that burn in the fireplace that is, Instructions on how to make logs that burn cleanly from old newspapers went out in wire stories quoting David E. Lofgren, environmental impact officer at the University of Utah. Lofgren says to divide the paper into sections, fold in half; soak in water and detergent; roll on rod; squeeze out water; slide roll off rod and stand it up to dry.

For some winters now my technique when the apartment house boiler conks out as the temperature hits the teens is simply to pluck a *New York Times Sunday Magazine* from a pile in the corner, roll it up and tie with any old string, place in fireplace grate and light with match. Result, warm fire with multi-color darting flames, too, when the magazine has lots of color ads.

\* \* \*

**A CALL TO AN EDITOR** who had best remain nameless ended as he asked if an envelope sending requested material should be addressed "Miss or Mrs. Williamson?" "It's Miss," said I. "Not Miz?" asked he, with a voice smile. "Up here, everybody's Miz—even my wife."

\* \* \*

**IT'S A BREACH OF FORM** to say winning teams 'win', explains Charles Maher in a fresh piece for the Los Angeles Times Service on sports headlines and writing. Instead of "win", notes Charles, teams "blast, sink, stymie, bomb, tip, trip, clip, rip, nip, bop, nudge, unseat, jilt, shred, bust, swat, spank, pummel . . ." and so on through a list of some 75 choices. (Send a self-addressed, stamped plain envelope for the full list.)

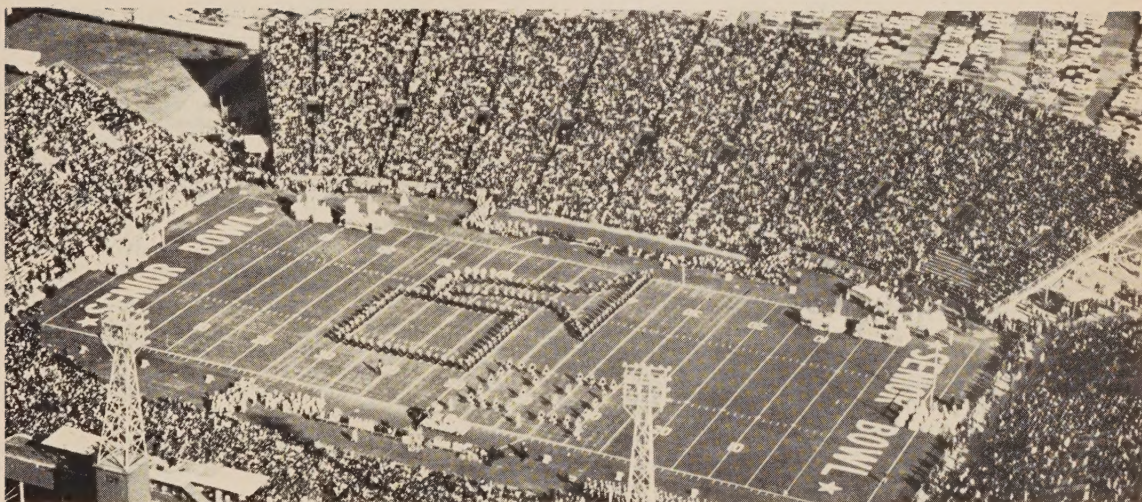
The real danger, warns Charles, is that people may start talking the way sports head writers, or worse yet, sports-writers write. His example—First fan: "Well, we riddled Rutgers ruthlessly . . . now I see we're tabbed to crunch Cornell." Second fan: "Yes, I think our vaunted aggregation should vanquish them handily . . ."

EDITOR & PUBLISHER for December 8, 1973



# The Senior Bowl

**MOBILE, ALABAMA**



The Senior Bowl—a football spectacular held each year in Mobile, Alabama, provides leading college seniors the opportunity to play their first professional game. The profits from this spectacular go to local youth and recreational foundations.

In 1959, the Senior Bowl committee was organized with Mobile Press Register publisher at that time, Ralph B. Chandler, (deceased) and present publisher, William J. Hearin, on the committee. Together these

men provided editorial and news support for the Senior Bowl moving it to nationwide prominence. Today, college stars vie for the opportunity to play in the Senior Bowl. Not only do they further local youth and recreational programs and provide entertainment for millions, they also have an unprecedented opportunity to be selected by a professional team, thus advancing their own career. On Saturday January 12th the 25th Annual Senior Bowl kick off will be 12 noon C.S.T. Look for it on NBC Television.

## The Mobile Press Register

A Newhouse Newspaper



# Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown  
Publisher and Editor

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959



Charter Member,  
Audit Bureau  
of Circulations  
Member, American  
Business Press, Inc.



6 mo. average net paid June 30, 1973—25,271  
Renewal rate—75.18%

## Newsmen and CIA

There is one thing worse than a law enforcement officer or an intelligence agent for the government masquerading as a newsman and that is when a newsman masquerades as a newsman when he is actually in the employ of a government intelligence agency.

The report that some 40 U.S. journalists overseas have been on the payroll of the CIA is devastating to the reputation and integrity of all the hundreds of other U.S. newsmen who have been trying to report world events as honestly, fairly and responsibly as they can. All have become suspect because of the involvement of a few.

It is of small comfort that most of them are free lancers and part-time stringers and only five are alleged to be full-time correspondents for American news organizations. None have been named, and there is the rub.

If the CIA won't name them thereby clearing the names of others, we think it is incumbent upon that organization to have them all removed from intelligence work and brought home to the U.S., exposing their connection to employers where necessary, and then keep its cotton-picking hands out of the journalistic field.

## Ad ban in energy bill

The so-called energy bill passed by the Senate and now in House committee contains a sweeping authorization giving the President power to "ban all advertising which encourages energy consumption." The provisions are so vague that they are potentially dangerous for advertisers and media.

Sponsors of the bill said this clause was directed particularly at utility advertising that might "incite waste of energy." In application, however, will the advertising for household appliances be included? How about automotive advertising? Automobiles consume fuel, new cars more than the old ones. Will advertising for the compacts be allowed but ads for the big gas eaters be banned? Advertising for resorts, whether cold or warm, encourage the use of fuel to get there. What about them?

Application of this advertising provision can be capricious and is thereby a threat to all. Authority to regulate or ban advertising for whatever reason once it has been granted by Congress to the government is not something that will be easily erased or removed.

## Newsprint crunch and gouge

*The Jewish Press*, a tabloid weekly in Brooklyn, N.Y. stated on its front page November 29 that because of the newsprint shortage (its supplying mill was on strike) it had to pay \$400 per ton for two truckloads of paper in order to stay in business.

Everyone knows there is a newsprint crunch which has resulted in a black market. But this exorbitant price goes far beyond what the traffic will bear and amounts to a gouge of the small, weak or defenseless. Probably other small newspapers have suffered similar experiences.

It shouldn't happen but it does and it has. Leaders in the newspaper business are concerned about it and to their credit help is available when needed in such cases. Not one newspaper has had to close for lack of paper.

The Oldest Publishers' and Advertisers'  
Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner

Sales Representatives: Donald L. Parvin, Richard E. Schultz, Kenneth R. Schmitt, Donald W. Stribley, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

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Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor, Richard E. Schultz, Donald W. Stribley, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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## CLASSIFIED AD IDEA

We at American International College in Springfield, Mass. believe we have made unusual use of classified ads in a newspaper.

A year ago stenography and typing courses offered by AIC were not attracting a desirable number of students. A suggestion was made to and accepted by the dean of the college's evening school to arrange for classified ads to promote the typing and stenography courses.

With the hopes of reaching women who had already acquired secretarial skills, AIC ran ads to make it known that women, who had spent the last ten years of their lives changing diapers and making school lunches, are often left with nothing to do once the children have grown up. Clinton M. Bowen, dean of the Evening School wanted it known that AIC was willing to help mothers regain speed and knowledge that may have slipped away during the years in the home.

"We ran quite a few ads in the *East Longmeadow Reminder* last year," said Bowen. The ad resulted in a tuition income of \$2352 and, in the dean's words, "a great deal more than we paid for the advertising—at no cost to the college."

Dean Bowen also did a series of classified ads dealing with what he termed "the common misconceptions held about college." The series ran for once a week for over three months, and this venture, too, was successful. Some of the ads were concerned mainly with higher education in general while others dealt solely with specific information about AIC.

ALAN EDWARDS  
(*Edwards is student assistant for AIU's office of public relations.*)

\* \* \*

## CONFUSED STATE

That was an amazing performance at the ANPA-AEJ conference. The rhetoric was grand, the ideas somewhat out of date, and the results confusing.

"No knowledge may be non-relevant to journalism," declared one speaker. No sort of knowledge may be non-relevant to a lawyer, either, for his next client may be a pickle packer or the American Federation of Teachers, but training for the law stresses expertise in the legal field.

The idea that journalism "may be the last stronghold for learning something about almost everything" is naive at best. That was Cardinal Newman's idea; he expressed it in *The Idea of a University*, published in 1852. The knowledge explosion since makes it impossible, though Medill at Northwestern tried it in the 1920s.

Education for journalism is in a confused state, as the article certainly makes clear from the numerous positions expressed. No wonder. Only 5 per cent of the schools teaching journalism have been accredited. The rest have programs so varied that they are best explained by saying that all knowledge is probably relevant anyway.

I read some of the working papers prepared for the conference, and they were meaty, but from the E&P report it seems the discussions devolved into bragging about the status quo.

WILLIAM R. LINDLEY  
(*Lindley is associate professor of journalism at Idaho State University.*)

## FURTHER CLARIFICATION

In reply to your letters column of November 24, 1973 it was stated by my opponent that IAPE hadn't any muscle and was dominated by Dow Jones. He also said that he was in favor of investigating affiliation, instead of immediate affiliation. What he left out was that originally he was for merger but after realizing that the word merger scared people he changed it to affiliation. However, this tack plus his verbal assaults at the union were rejected by the members by a substantial margin—over 2 to 1.

He also stated that *National Observer* employees were not part of IAPE and yet in the previous sentence he said that I was a *National Observer* salesman. The fact is that the editorial staff of the *National Observer* is not in the union because they are located in "right-to-work state" (Maryland).

The article in the November 17 issue of *EDITOR & PUBLISHER* while serving as a publicity bonus for IAPE was in my opinion filled with facts that were not true, leading to unfortunate conclusions.

A. To someone reading this story there would be a good chance that they would conclude that IAPE is under the direction of Dow Jones which is not true.

B. It said that Dow Jones is the largest publisher without organized labor—We are licensed, chartered, self-sufficient and on our own. I think this qualifies us for organized status.

C. It was mentioned that William Kerby founded IAPE. That is correct except that he was one of the founders not the only one. As mentioned, he was a reporter at the time but the stressing of his current title so prominently overshadowed that he was a reporter when IAPE was founded. That also served to present IAPE as a tool of Dow Jones.

D. The mention of the cartoon depicting a cow is news to me. In fact, no one I know had ever seen it.

E. An example of the inaccuracy in reporting was that advertising sales people start at about \$223 a week. I don't know where he got that figure, because it is not correct. How much leeway is he giving the word about?

STEPHEN DORESON  
(*President, Independent Assoc. of Publishers' Employees, Inc.*)

## Short Takes

Judge John Sirica directed President Nixon's personal secretary, Rose Mary Woods, to turn over electrical equipment from her office to support her testimony that she accidentally erased part of a President.—*Cleveland Press*

\* \* \*

Mr. Smith, the father of four and a sandhog and part-time coach at the school...—*New York Times*.

\* \* \*

The question is important to Boston Police Commissioner Robert J. di Grazia, who has ordered patrols to be on alert for persons who might take criminal advantage of an energy-conscious darkened city.—*Boston Globe*.

## SUPPORT SPJ-SDX

Journalism is constantly being told that it practices no self-discipline and that it has no ethics. One reason for this is that so few people are aware of the existence of a professional society of journalists. The public hears only from organizations of editors and publishers whose bylines they have never seen and whose deliberations are invariably concerned with censorship or the rising price of newsprint.

The society I refer to, Sigma Delta Chi, just completed a historic meeting in Buffalo, N. Y. It not only changed its name to the Society of Professional Journalists, Sigma Delta Chi, but it adopted a new code of ethics and a system of proportional voting that will provide more equity between college and professional members. With its awards program, its magazine (*The Quill*), its recruitment of young people into journalism and its program of professional development, it is attempting to increase professionalism at all levels. The sad thing is that more working newspapermen do not take part in its activities.

I am an officer in the organization, who is admittedly prejudiced—and proud because it has eliminated the last vestiges of a college fraternity. It is now all business. Every city ought to have a strong chapter. I wish newspaper executives were as quick to encourage them as they are press clubs, junkets or seminars. I believe that a bigger and stronger professional society would improve the standards of journalism, and I know it would help our credibility.

ROBERT S. McCORD  
(*McCord is associate editor of the Arkansas Democrat.*)

\* \* \*

## ON THE MARK

You get to the heart of the matter when you say: "Newspapers have never been noted for winning popularity contests. They are always caught in the middle between the bad news and the people who don't want to read it. Today is no exception."

Right! But a lot of people in the news business believe that the people should accept what they read in the newspapers. Or hear on television. This bothers reporters possibly more than it does anybody else. A reporter is no expert; he is a medium between an expert and some of the public who might like to know what the expert said and thought about a question of public interest. The medium should get in the way as little as possible.

I have watched trouble develop as reporters involved themselves more and more in politics. They call it "activist" journalism. I blame television for most of it—the employment of people little trained and even less qualified for the role of news reporting. I am not surprised by the results of polls that show newspaper credibility on the downgrade.

NEWTON H. FULBRIGHT  
(*Fulbright, a former newspaper reporter, is with the Veterans Administration in New York.*)



# Growing Up in New York City

New Yorkers live in neighborhoods. Places like Floral Park, Throgs Neck, Chinatown, Sea Gate and Fox Hills. There are all kinds of neighborhoods in the city, some good, some not so. Growing up in New York isn't always easy. But one thing is certain: You learn fast. And there's plenty to see and do.

Inwood Hill, at the northern tip of Manhattan, is probably the woodsiest place in the city, a regular forest that was once home for a tribe of Mohican Indians. It was here, by the way, that these same Indians sold the island of Manhattan to the Dutch for 24 dollars' worth of trinkets and beads. Surely one of the great real estate transactions of all time.

Many people from out of town, who think of New York as a concrete jungle, wouldn't know about Inwood forest. But there

it is, and very much a part of the life of the city. Along with the noise, the traffic, the crowds, the action of the most dynamic city on earth. As a place for doing business, New York is still in a class by itself. Retail sales here total more than \$13 billion annually. That's more than Chicago and Los Angeles combined.

It's a great city to grow up in. Since 1851 The New York Times has been watching New York grow. If there's one thing we've learned it's not to sell New York short. We know New York as well as anybody. We think we sell it better than anybody. New York is our great, big backyard.

## The New York Times

First in Advertising in America's First Market.

Inwood, Manhattan





# Tour of modern news plants impresses Wall St. analysts

By Edward M. Swietnicki

The nation's bankers and stock brokers are bullish on newspaper stocks right now and are—for the most part—impressed with top-level newspaper group management.

These are the observations of a group of men and women in Wall Street who earn their living studying and analyzing printing and publishing companies for giant multi-billion-dollar banks and institutions which have money to invest in stocks, bonds and real estate.

Some 21 members of the group, known as the Printing and Publishing Industry Analysts, are back from three days in Florida touring the *Gainesville Sun* (New York Times Co.); *Coco Beach Today* (Gannett); the *Miami Herald* (Knight); and the Harris Intertype Co. plant in Melbourne.



## Back with impressions

The analysts—they include bankers, stock brokers, research executives for insurance companies, investment counsellors and money managers for funds—have these impressions of their tour of the newspapers and conversations with corporate and local management:

- Automation is "revolutionizing" the newspaper industry and is achieving considerable savings in production department and manpower costs.

- Newspaper company stocks in general are undervalued and may offer immediate investor value.

- A disproportionate number of women—as high as 80 percent in some departments—work in in-plant offices of classified, circulation, advertising and accounting in two of the newspapers. (A woman analyst in her 20s said, "It's all women in some cases. It's frightening and I don't know what it means for the future.")

- Newspaper publishers and group publishers, in particular, are businessmen who are, in the words of one analyst, "sophisticated about costs and cutting costs."

Robert M. Howitt, a certified financial analyst in the research department of Hallgarten & Co. was the first to report on his tour of the Gannett and Knight newspapers November 15-16. He said: "After visiting with corporate and local management our belief that Gannett and Knight, in particular, have excellent control over those facets of their business which are controllable was reinforced." In particular, he observed, he continues to be "impressed by the number of quality of management people in both Knight and Gannett. Furthermore, both are benefitting from a basic trend in the industry toward hiring non-newspaper engineers and master of business administration degree holders in their high technology and operating modernization efforts."



"I think newspaper publishers are more in touch with the economic realities of their business as compared to other publishing enterprises."—Edward Dunleavy, Merrill Lynch, Pierce Fenner & Smith.

"I was struck with the idea of starting a small local paper and selling out to a big chain."—Barbara Morrow, College Retirement Equity Fund.

"You have to come to the conclusion that this is an industry that is rapidly changing . . . much better for everyone."—Shaker Khayatt, Laidlaw Coggeshall.

The top brass of Gannett, Knight and the New York Times Co. were on hand to answer questions and they came in for praise from other analysts. Typical quote: Edward Dunleavy, who has been with Merrill Lynch, Pierce Fenner & Smith four years, said "The basic impression we have of newspaper publishers is that they're businessmen trying to run profitable enterprises. I think newspaper publishers are more in touch with the economic realities of their business as compared to other publishing enterprises. This is often unique to the publishing industry. The general impression of publishers is that profits are secondary to other things. This is particularly true of book publishers. When I first studied publishing companies I first saw book publishers. Then magazine publishers. Now I'm seeing newspapers. It was like the difference between day and night."

Even the sophisticated analyst was impressed with the display of Harris 2500 System at *Cocoa Today*; the change to offset at the *Gainesville Sun* during 1972; and the giant, automated classified ad department in the \$22.3 million *Miami Herald* plant in the heart of downtown.



## Industry is attractive

Frank Mlynarczyk, an investment officer for First National City Bank (which manages about \$17 billion of other people's money) follows 20 to 30 "media stocks" and says: "I was impressed with the circulation system at the *Miami Herald*. And also the classified ad taking system. The automated systems give newspapers a better idea of who their readers are. They can handle a bigger volume of classified ads than they ever handled before. Classified has been the number one big growth area for a number of newspapers. The primary attraction of newspaper company stocks is the fundamental attractiveness of the industry today. In the past the labor situation was extremely difficult but today across-the-board savings have resulted in composing rooms and production areas with introduction of new systems." A stockbroker's analyst, Shaker Khayatt of Laidlaw Coggeshall, summed up his impressions of the Florida tour and called on his 13 years of experience in the field: "If you have never seen a newspaper plant and you walk into the *Gainesville* paper you have to be im-

(Continued on page 51)



# 'Pro-con' technique adds sparkle to editorial pages

By Glenn Dromgoole

The editorial page is like a classroom, Robert T. Pittman, editorial page editor of the *St. Petersburg Times*, told editors and editorial writers attending a Southern Newspaper Publishers Association Foundation workshop in Chapel Hill, N.C., November 25-28.

"If every day the class period is filled with 55 minutes of lecture, the participants may lose interest. If the class period is filled with a variety of techniques—such as discussion, outside assignments, participation, field trips and other instructional aids—the message is more likely to be received," Pittman said.

The 40 editors, most of them from the South, spent three days at the University of North Carolina discussing "New Approaches to the Editorial Page."

## Pro-Con technique

One technique which drew a great deal of attention was the pro-con editorial package developed by Pittman.

The pro-con approach is intended to give both sides of an issue, the newspaper's editorial position, and a chance for reader response, all put together in an attractive layout.

The technique is not applicable to all issues, Pittman said.

"It can be used only on those on which a reasonably complete discussion can be framed in answer to a direct and objectively-phrased question. Posing exactly the right question often is the most difficult part of organizing a package," he said.

Pittman usually has editorial writers on his staff compile the opposing arguments, using a reporting style and attributing the various arguments to their sources.

## Vary the approach

But, he said, the pro-con positions can be developed other ways: pairing columnists against each other; excerpting from speeches and articles; getting outsiders to write the opposing views; using the pro-con packages prepared by Congressional Quarterly.

Reader response to the pro-con treatment has been "exceptionally heavy," Pittman said. The heaviest: 2,264 readers replied to a pro-con on whether the Watergate hearings should continue.

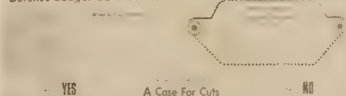
On subjects which do not lend themselves to the pro-con format, the *Times* occasionally will devote its editorial page to a single theme, using various views plus an editorial and illustration.

## Ideas exchanged

Workshop participants swapped ideas on how to make their editorial pages more

(Glenn Dromgoole, a participant in the seminar, is an editorial page writer for the *Fort Worth Star-Telegram*.)

Should The \$81 Billion  
Defense Budget Be Trimmed?



YES A Case For Cuts NO

Editorials

Clear Policy On Wastepaper Needed

Trade No One-Man Gang Now

Trade Capsules

Pro-Con Editorials

Pro-Con Editorials

Pro-Con Editorials

Pro-Con Editorials

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## Nixon shouldn't resign, say 25 editorial writers

At the SNPA Foundation workshop in Chapel Hill, N.C., for editors and editorial writers, George Bowles of the *Charlottesville (Va.) Daily Progress* surveyed participants on their feelings about President Nixon.

Twelve editorial writers felt Nixon should resign, 25 felt he shouldn't.

Three had no opinion.

meet each year. The editorials are then compiled into booklets and distributed to legislators and other interested persons.

The editorial "we" came in for criticism from Louisville's Robert Barnard.

"Some editorial pages are pockmarked with 'we,'" he said. "It should be avoided except where the newspaper wants to make a strong statement."

"You really aren't thinking when you put the 'we' in there," added Reed Sarratt of the SNPA and a former editorial writer. "The point can be made more forcefully without it. It is a lazy and quick way of writing an editorial."

William Woestendiek, editor and publisher of the *Colorado Springs Sun*, avoids "we" by using "I" in his front-page editorial column. Woestendiek advocates a more personal style of journalism.

"I used to think that an editorial writer ought to be absolutely anonymous, but I've begun to change my position," he said.

Woestendiek said he often encourages reader participation in his column. Once he raised \$3,200 to pay the burial costs of a teen-age girl who died of a drug overdose. Another time he asked for comment on a consumer protection issue and received 5,000 replies (circulation: 30,000).

## Reader participation

Besides its pro-con package, the *St. Petersburg Times* solicits reader response with two special telephone lines: one for readers who want to call in letters; the other to the newspaper's "public access editor," who compiles reader complaints and comments into a daily column.

Other suggestions for improving dialogue—and credibility—with readers:

The Louisville *Courier-Journal*'s ombudsman makes a daily report on reader comment to all departments in the newspaper. The *Charlotte Observer* occasionally runs an editorial discussing newspaper problems or operations. The Norfolk *Ledger-Star* promotes letters to the editor through house ads. The *Waynesboro News-Virginian*, as a New Year feature, once invited readers to send the paper their pet peeves. The *Philadelphia Bulletin* devotes the right side of its editorial page on Saturday to the "Saturday Forum" which contains reader comments on a question posed on the page the week before.

One "new" idea didn't receive much support at the workshop, however: the trend by some newspapers to stop making political endorsements. Most participants considered that a "cop-out."

## Look ahead

Editorial writers at the workshop were urged to do more anticipating of important developments.

"One of the problems with editorial writing is that we wait for things to happen and then react," said Robert Barnard, editorial page editor of the *Courier-Journal*.

The *Courier-Journal* and the *St. Petersburg Times* publish series of editorials on state issues before their legislatures



# Dick Smyser: A newsman who likes to be on top

By Patrick Riordan

Late in 1948, when Richard D. Smyser was 25, he was tapped to become managing editor of the *Oak Ridger*, a brand new newspaper planned for the birthplace of atomic energy.

Late in 1973, when Smyser was 50, he became president of the Associated Press Managing Editors Association, the first from a paper of 10,000 circulation.

He made it happen by relentless work, peppering the AP in New York with ideas, questions, requests and story suggestions, and by climbing APME's organizational ladder.

Smyser, a native of York, Pa., began his career in 1946, with the *Chester* (Pa.) *Times*, now the *Delaware County Times*. He joined the paper as a cub reporter after Army service as a code clerk for the Office of Strategic Services in North Africa and Italy.

Smyser recalls the days at Chester with some fondness, despite the fact that "Chester had all the urban problems in the '40s that other cities developed 10 years later—urban blight, the flight to the suburbs, and so on. He was a police reporter, writing routine crime and violence stories, occasional sordid spectacles and a lot of features. "I literally covered the waterfront, too," Smyser adds.

And under George Northridge, managing editor, and Eddie Johnson, city editor, he learned news reporting via the route of experience.

One day in late fall, 1948, Smyser was called to the Swarthmore, Pa., home of the paper's publisher, Alfred G. Hill. Hill was ready to start a daily in Oak Ridge, an East Tennessee hill community where nuclear physicists and security officials had organized a top secret wartime project to build the atomic bomb. Smyser was invited to be the new paper's first managing editor. The plant would be leased from the Federal Government.

A crucial early question had to be answered: how independent would the newspaper be? While a roomful of Atomic Energy Commission bureaucrats and newspaper attorneys were mumbling trial versions of gobbledygook at each other, publisher Hill suggested that the paper should be "as free to print the news as the *New York Times*." The lawyers must have blinked at the impertinent clarity of the remark, but no one could say what was wrong with it.

In the 25 years since the arrival of Smyser and the *Oak Ridger*, the area has evolved from an isolated enclave of Yankee intellectuals who felt themselves surrounded and controlled by ill-educated, ill-housed, ill-fed mountainfolks, to a position of increasing partnership. In fact, a recent study by the University of Ten-

nessee Center for Business Research reported that Oak Ridgers now control the budget-making process in Anderson County, and are spilling into adjoining Roane County.

Through the years, the *Oak Ridger* under Smyser has sometimes provided and generally supported progressive leadership in its circulation area. It supported those working for the adoption of voting machines, to the change from a fee-grabbing to a salaried sheriff, the cleaning up of the county road superintendent's office, and the nomination by primary of candidates for county office.

And it was one of the very first papers in the South to suggest that the region's racial traditions had to be overturned. When some Southern papers declined to print civil rights news, lest they publicize supposedly undesirable activity, the *Oak Ridger* played the news strongly, particularly such local stories as the bombing of

nearly Clinton High School and the attendant conflicts.

"We've covered local government very, very thoroughly, not so much in the expose sense, but in a day-by-day, bread-and-butter way," Smyser says.

But, Smyser considers that easing the transition of Oak Ridge from totally Federally-owned to a home-owned community is the *Oak Ridger's* principal achievement.

Smyser's other great source of personal satisfaction is the paper's extraordinary record in the Tennessee Press Association's annual award for public service. In the 24 years it has, been eligible to compete, the *Oak Ridger* has placed in the top three positions 18 times, (seven firsts, seven seconds, four thirds), a record no other Tennessee paper can come close to matching. Its record in the editorials division ranks it a close second over the years.

The editorial award is Smyser's own personal triumph. For most of those years, he served as combination telegraph editor, city editor, occasional reporter, entertainment editor and editorial page editor. But his greatest satisfaction comes from the public service awards: "The consistency with which we've won it shows we're doing our job."

(Continued on page 16)



Mary and Dick Smyser at APME convention in Orlando, Fla., on Nov. 20, when Smyser's election as APME president was announced. Smyser displays gag "extra" of *The Oak Ridger*, prepared in his absence by newsroom staff.

(Patrick Riordan is assistant editor of the *Oak Ridger*.)

EDITOR & PUBLISHER for December 8, 1973



# Copley's San Diego dailies move to \$24 M offset plant

The *San Diego Union and Evening Tribune* have begun publishing in their new \$24 million Mission Valley plant. Built on a 12.68 acre site five miles from downtown San Diego, the new facility houses all aspects of the newspapers' operation, including three 9-unit Goss Metro offset presses.

The Union-Tribune Publishing Co., publisher of the papers, is a division of Copley Press, Inc. Alex DeBakcsy is general manager for the San Diego papers.

The newspapers completed their conversion to offset in October, though production chief Fred Moyer noted the papers had experienced "normal debugging" problems, including a number of missed deadlines.

But he added, "It's just the normal problem of starting up \$9 million worth of presses. We're getting off on time most of the time now."

With a combined daily circulation of 335,000 and a Sunday circulation of 320,000, the *Union and Tribune* are now among the largest metropolitan papers in the U.S. printed by offset.

The composing room has also undergone a gradual updating, from linotypes to a system of digital typesetting and video display terminals.

## Scanner set copy

Moyer said that 60% of classified text and 50% of news text is now entered into the Union-Tribune system by two ECRM scanners. The rest of the copy is set via Fairchild tape punchers.

Moyer noted, however, that 80% of the locally generated news copy is now entered by the scanners. "The evening paper (the *Tribune*) makes better use of the scanner. The morning people don't use it much on fast-breaking stories," he added.

The scanner, or optical character recognition machine, "reads" typewritten copy into a computer, where it is then ready for phototypesetting without rekeyboarding—or it is available to be called up on a video display terminal. The VDT is a combination typewriter keyboard-television unit; copy can be originated on the VDT or it can be used to edit text already entered into a system.

In the San Diego system the ECRM scanners feed into two PDP 1145 computers which drive two Harris Fototronic TxT phototypesetters.

Reporters and editors prepare scanner-ready copy for entering into the system. Scanner-ready copy has to be extremely clean, in order for the scanner to read the correct characters typed.

## Composing room VDTs

Moyer said the papers use four VDTs for corrections—these VDTs are operated by composing room personnel. Most VDTs in other newspapers are used by editorial personnel—with no changes in copy coming after the editor pushes the button entering the copy in the system.

Use of the scanners, Moyer said, has "eliminated about 30-50% of our perforator force" in the composing room. He noted that "when we first initiated the scanners, there was a lot of protest."

However, he added, the papers are having no labor problems with the use of new electronic equipment. No attrition agreement had been reached with the composing room personnel, but "we're in the process of negotiating all our contracts" with the papers' unions now, Moyer said.

## Newsprint handling system

Other aspects of the Union-Tribune production have also been modernized. A new automated system for newsprint handling now provides for the 2000-pound rolls to be delivered to the press units by a continuous track system. Paper units stick one roll of newsprint to the end of another, allowing rolls to be changed without reducing press speed.

Another automated system will handle the bundles of newspapers after they leave the pressroom. The bundles will follow a roller coaster style system controlled by a computerized board.

The facility consists of two major structures—a five story office building and a three-story production building. The office building includes news, photo, promotion, circulation and advertising departments; business and publisher's offices; an auditorium-conference room; library; employee cafeterias and two terraces.

Moyer said the Union-Tribune relocated away from the downtown San Diego area because the papers needed "room to expand. We had to add more presses" The Mission Valley site is in the geographic center of the Union-Tribune circulation area.

## Fiction editor joins paper as editor-in-chief

Neal Gilkyson Thorpe is leaving her post as fiction editor of *Redbook* magazine, a post she has held since 1965, to become editor-in-chief of the *Phoenixville* (Pa.) *Republican*. The daily newspaper is published by her father H. H. Gilkyson. She has been serving as president of the corporation while associated with the magazine in New York. Ms. Thorpe replaces Joseph P. Ujbai who is retiring.

## Crises seminars held by Panax in 13 cities

The twin crises facing the nation today—politics and energy—will be the topics at one-day public seminars to be held next month in the 13 cities where Panax Corporation, multi-state newspaper chain, publishes.

John P. McGoff, Panax chairman, said the purpose of the seminars is "to identify the dimensions of these crises, their wide-ranging ripple effect on each of us, and to solicit grass roots reaction."

McGoff said he believes it is "critical to our governmental institutions at every level that the people be made aware of the problems and unified to work for their solutions. Communications media has this responsibility," McGoff said, and "we're accepting it. Only in this way can we help convert the public mood into a positive force from the despair and cynicism of the day."

In each of the Panax cities, the general managers have been instructed to hold a one-day seminar during the week of December 10 and to involve local and outside speakers in each of the topic areas including political and governmental leaders, individuals and families, representatives of business and industry, educators, law enforcement officials, professional and civic organizations.



The San Diego Union and Evening Tribune new \$24 million plant.



# National journalist's group adopts standard of conduct

The following Code of Ethics was adopted by the Society of Professional Journalists, Sigma Delta Chi at their national convention last month in Buffalo, N.Y.:

"Sigma Delta Chi, Professional Journalistic Society, believes the duty of journalists is to serve the truth.

"We believe the agencies of mass communication are carriers of public discussion and information, acting on their Constitutional mandate and freedom to learn and report the facts.

"We believe in public enlightenment as the forerunner of justice, and in our Constitutional role to seek the truth as part of the public's right to know the truth.

"We believe those responsibilities carry obligations that require journalists to perform with intelligence, objectivity, accuracy, and fairness.

"To these ends, we declare acceptance of the standards of practice here set forth:

**"I. RESPONSIBILITY:** The public's right to know of events of public importance and interest is the overriding mission of the mass media. The purpose of distributing news and enlightened opinion is to serve the general welfare. Journalists who use their professional status as representatives of the public for selfish or other unworthy motives violate a high trust.

**"II. FREEDOM OF THE PRESS:** Freedom of the press is to be guarded as an inalienable right of people in a free society. It carries with it the freedom and the responsibility to discuss, question, and challenge actions and utterances of our government and of our public and private institutions. Journalists uphold the right to speak unpopular opinions and the privilege to agree with the majority.

**"III. ETHICS:** Journalists must be free of obligation to any interest other than the public's right to know the truth.

"1. Gifts, favors, free travel, special treatment or privileges can compromise the integrity of journalists and their employers. Nothing of value should be accepted.

"2. Secondary employment, political involvement, holding public office, and service in community organizations should be avoided if it compromises the integrity of journalists and their employers. Journalists and their employers should conduct their personal lives in a manner which protects them from conflict of interest, real or apparent. Their responsibilities to the public are paramount. That is the nature of their profession.

"3. So-called news communications from private sources should not be published or broadcast without substantiation of their claims to news value.

"4. Journalists will seek news that serves the public interest, despite the obstacles. They will make constant efforts to assure that the public's business is conducted in public and that public records

are open to public inspection.

"5. Journalists acknowledge the newsman's ethic of protecting confidential sources of information.

**"IV. ACCURACY AND OBJECTIVITY:** Good faith with the public is the foundation of all worthy journalism.

"1. Truth is our ultimate goal.

"2. Objectivity in reporting the news is another goal, which serves as the mark of an experienced professional. It is a standard of performance toward which we strive. We honor those who achieve it.

"3. There is no excuse for inaccuracies or lack of thoroughness.

"4. Newspaper headlines should be fully warranted by the contents of the articles they accompany. Photographs and telecasts should give an accurate picture of an event and not highlight a minor incident out of context.

"5. Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free of opinion or bias and represent all sides of an issue.

"6. Partisanship in editorial comment which knowingly departs from the truth violates the spirit of American journalism.

"7. Journalists recognize their responsibility for offering informed analysis, comment, and editorial opinion on public events and issues. They accept the obligation to present such material by individuals whose competence, experience, and judgment qualify them for it.

"8. Special articles or presentations devoted to advocacy or the writer's own conclusions and interpretations should be labeled as such.

**"V. FAIR PLAY:** Journalists at all times will show respect for the dignity, privacy, rights, and well-being of people encountered in the course of gathering and presenting the news.

"1. The news media should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply.

"2. The news media must guard against invading a person's right to privacy.

"3. The media should not pander to morbid curiosity about details of vice and crime.

"4. It is the duty of news media to make prompt and complete correction of their errors.

"5. Journalists should be accountable to the public for their reports and the public should be encouraged to voice its grievances against the media. Open dialogue with our readers, viewers, and listeners should be fostered.

**"VI. PLEDGE:** Journalists should actively censure and try to prevent violations of these standards, and they should encourage their observance by all newspeople. Adherence to this code of ethics is intended to preserve the bond of mutual trust and respect between American journalists and the American people.

## Retail advisory board is formed by CBS-tv

In a move to stimulate retail ad sales, the CBS Television Stations division has established a retail advisory board aimed at providing retailers with information that will assist retailers in their overall marketing plans.

Gregory Lincoln, director of retail services for the CBS division, said the board members are Ben Doroff, executive vicepresident of John Wanamaker, Philadelphia; John Lucas, advertising manager, J. C. Penney in New York, and John Pellegrine, vicepresident of sales promotion, Dayton's, Minneapolis.

The board will assist CBS in the formation of trade presentations and the reporting of trends, innovations and marketing developments within the retail industry.

One of the board's first jobs will be to take part in the CBS Television Stations multi-media presentation at the annual NRMA convention in January in the New York Hilton.

Lincoln added the board, which will be paid on a per diem basis, will add members and be changed periodically to get fresh viewpoints.

## Source is named by Lucy Ware Morgan

Lucy Ware Morgan, a reporter for the *St. Petersburg (Fla.) Times*, under court order to show cause why she should not be held in contempt for refusing to disclose the sources of a story, filed an affidavit, December 3, identifying one of the sources.

Mrs. Morgan identified that source as State Attorney James T. Russell, the official who subpoenaed her and demanded she name the sources for a story she wrote about deliberations of a Pasco County grand jury. Mrs. Morgan said she identified Russell because she believed he had "waived any right of confidentiality" when he subpoenaed her and demanded to know the sources. She did not name any other sources.

## 36 newsmen appear on CIA's payroll

According to the *Washington (D.C.) Star-News*, the Central Intelligence Agency employed more than 36 American newsmen as full or part-time operatives.

The newspaper said that CIA director William Colby has decided to remove from the payroll about five agents with full-time staff positions on American news organizations. No names were disclosed in the CIA report.

The other reporters were said to be free-lance magazine writers, stringers for newspapers, trade magazines, or news services, and itinerant authors. None of the newsmen are regular staffers for U.S. newspapers.



# Paper mills gear up for production growth

By Mark Mehler

Now that the Canadian newsprint mill strikes are over, the industry is beginning to drive toward the 95.4 percent of capacity it was operating at before the strikes. But the disruptive effects on U.S. and Canadian newspapers are going to be felt on a diminishing basis for some time, according to the Newsprint Information Committee.

For the first half of 1974, however, supply and demand are expected to remain in balance. Nobody is going to get all the newsprint he wants, but then again, nobody is going to have to close either, says the committee.

The first few days after workers return are always a little hectic. Gaskets in pipelines dry out and start popping and numerous other snafus crop up. But fortunately, in the recent strikes, workers had "cleaned up" the plants before walking out; hosing down the tile walls of the headboxes, flushing out pipelines, and emptying stock chests of pulp.

This helped keep paper pulp from hardening and getting into the furnish—pulp stock—and disrupting operations.

Right now, the mills are rushing to get stockpiled wood out of the rivers before winter when the rivers freeze up. The shrinking labor problem also continues as fewer men are taking jobs in isolated areas, so mills are looking to increase mechanization in their woods operations.

## Expansion plans

One Nova Scotia mill is spending \$3 million for 20 harvesters and hauling machines that will make its operation 45 percent mechanized instead of 25 percent.

Other mills (U.S. and Canadian) have announced long and short-range expansion plans.

Domtar Newsprint Ltd. mill at Dolbeau, Que. has announced tentative plans for expanding capacity up to 100 percent (a 160,000 ton-a-year increase). The mill plans to add a new machine at a cost of about \$57 million, which would be fully operational by mid-1976;

- Krueger Pulp & Paper's subsidiary Three Rivers Pulp & Paper mill plans a new machine which along with four old machines acquired from Domtar should add between 200-275,000 tons a year, operational November, 1974;

- Spruce Falls Pulp & Paper Co. Ltd. plans a 10 percent expansion by late 1975 (a 34,000 ton-a-year increase), involving upgrading current machinery;

- Consolidated Bathurst expects its new machine, which went into operation this fall, to yield 75,000 additional tons through 1974.

The Canadian Pulp and Paper Association estimates an increment increase of 150,000 tons in 1974, over 1973; or approximately a 1.5 percent increase.

In U.S. developments:

- Southwest Forest Industries Inc. of Snowflake, Ariz. is replacing an obsolete

machine with a new one for an expected increase of 70,000 tons-a-year, operational by mid-1975;

- Southland Paper Mills' Houston plant plans a similar move and expects to net a 120,000 ton-a-year increase, effective by mid-1974;

- Garden State Paper, Co., Garfield, N.J. by installing a paperformer to facilitate faster drainage, expects a 65,000 yearly ton increase by the end of 1974;

- And Boise-Cascade Corp. West Tacoma, Wash. plant plans a 10 percent (33,000 ton) expansion, operational by the second half of 1975.

According to the American Paper Institute, U.S. newsprint mills will increase capacity by 2.8 percent through 1976, far short of the average annual growth of 4.8 percent in the past 18-year period. API also expects the capacity growth to fall short of demand growth through the next three years.

Jack Tarver, chairman of the Southern Newspaper Publishers Association newsprint subcommittee, has said that negotiations have been held with several southern companies to help finance production growth (E&P November 17).

## Southern output

Tarver said companies not now producing newsprint had been contacted, but had shown little interest in getting into the field because of high interest rates and low profits.

Tarver said SNPA papers would need additional output of about 140,000 tons annually (or one new machine).

He told E&P this week that since the SNPA meeting in Boca Raton, he has talked with one Southern pulp manufacturer who assured him his mill was in a position to go ahead with a newsprint operation, despite energy problems.

"Since that meeting in November," said Tarver, "the energy crisis has further muddled the waters. But this manufacturer told me he could obviate those difficulties."

The major problem, according to Tarver, is still financing. He said any possible agreement with this company, which he stressed was far from resolved, would not involve an equity funding arrangement with SNPA, but sale of bonds or some kind of pre-payment plan for paper, with discounts over a number of years.

"But like I said at the meeting, I'm still very pessimistic. The expansions that some newsprint companies are undertaking will not do us much good for a while, and will not be enough for our needs."

## Lighter grades

Another factor, however, which could help satisfy demand, is the switch contemplated by several mills to 30 lb. grade paper. The lighter stock gives about 6.7 percent more footage per ton than the standard weight.

## Newsprint a richer green than greenbacks

How valuable is newsprint?

A Michigan publisher decided recently it was more precious than money and in a rare exchange, requested newsprint in payment for press time.

When a burnt out motor forced a press shutdown, the *Cadillac Evening News* had to have their day's edition printed at Pioneer Publications in neighboring Big Rapids.

Considering the newsprint shortage, John A. Batdorff, publisher of the Pioneer daily newspaper in Big Rapids, asked for payment in newsprint.

In addition to the amount of newsprint needed by Pioneer Publications to print the Cadillac newspaper, an extra ton was received.

The Pioneer operation had recently been cut off by their supplier, Abitibi, until new quotas are issued after the first of the year and continuing efforts have been made to secure the needed amount of newsprint.

Some mills have already restricted their shipments to lighter grade. They include Great Northern Paper, Anglo-Canadian Pulp & Paper, Garden State Paper, St. Croix Paper, Spruce Falls, and Georgia Pacific (28½ lb. grade).

"I can't think of any reason why all mills couldn't start producing the 30 lb. paper," said Donald Finnegan, mill manager of Garden State's Garfield plant.

"Of course, if you go to lighter stock, it means you curtail your own production, so you have to up the charge to make the move economically feasible." Garden State has consequently informed its customers of a 6.7 percent price raise.

However, the changeover also necessitates added production costs in processing paper from thinner, stronger fibres.

Unfortunately, there is always the threat of more strikes, which could seriously offset the supply-demand balance.

Spokesmen for U.S. truck drivers warned this week of nationwide walkouts after December 15 if something isn't done about rising gas and diesel fuel costs and reduced speed limits for trucks on the nation's highways.

Scores of drivers staged an all-night protest December 3-4 on Interstate 80 in Pennsylvania's Pocono Mountains that blocked all traffic 15 miles in each direction.

The threat of such actions, of course, puts a damper on hopes that the newsprint situation will, if not improve, at least remain fairly stable.

## UPI expands

United Press International has leased 7,400 square feet of office space at 800 Second Avenue. The three-year lease calls for an aggregate rental of \$150,000. The wire service will use its new space for general offices, while retaining its headquarters at 220 East 42nd Street.



# WSJ size may be trimmed; office-delivery is studied

By Edward M. Swietnicki

The 1.3 million circulation *Wall Street Journal*, in a major cost-cutting program, is studying the possibility of reducing the size of the newspaper and the launching of a private to-the-home-and-office delivery system.

"We haven't yet decided on reducing the size. We've run tests though," disclosed Warren H. Phillips, president of Dow Jones & Co. Inc., the publisher of the *Journal* since its first issue on July 8, 1889. (That issue had four columns on page one—two columns each of news and two columns of ads—and cost two cents for the four page sheet. The *Journal* on December 6, 1973 had six columns of news on page one, no ads, and cost 10 cents for 38 pages.)

Phillips told an audience of New York City bankers and security analysts "we estimate we can save 9 per cent on our newsprint costs if we reduce our size down to *New York Times* size." He didn't come to the meeting with a copy of the *Times* but borrowed one from one of the audience members to illustrate how the width of the *Journal* is several inches wider than the eight-column *Times*.

## To reduce postage costs

The Dow Jones company is looking into the idea of launching its own private delivery service in an effort to save mail postage costs. "We estimate we can save from \$2.3 million to \$3 million a year on this," Phillips said. "We're exploring the idea of a private delivery service for an entire state."

Phillips did not divulge the markets where it would start the private delivery service. He disclosed only that tests have been made in 25 market areas.

No *Journals* are now printed either in California or New York State. The *Journal's* circulation, according to William F. Kerby, chairman of the board of Dow Jones, is greatest in California (170,404 subscribers), slightly ahead of New York State (151,632). Illinois ranks third with 95,617 subscribers. Alaska, on the bottom of the list, has a mere 671 regular *Journal* subscribers. Nearly 16,000 *Journals* are mailed each day to subscribers in 94 foreign countries, including 12 copies to readers in the Soviet Union.

Morning-of-publication delivery service is expected to start in the Florida region in 1975 when the company's new \$2 million facsimile printing plant opens on a 6.7 acre site in President's Park (E&P, Dec. 1). The plant will employ 25, Phillips said, and will be the 10th *Journal* printing center in the United States. A January 1975 opening date for the plant is set.

The company, in announcing plans for the Florida plant, said Southern area subscribers will benefit. They now have papers flown in from plants in the Northeast and, the company said, because of the distance and "sometimes uncertain air and

postal service" delivery is often delayed and is erratic.

The new Orlando plant will print the morning paper through the use of a facsimile transmission system originating in Chicopee, Mass. A Goss Metro offset press, capable of producing 60,000 papers an hour, will be installed.

"Our delivery now in the Southeast U.S. is atrocious," Phillips admitted. He stressed that major benefits to *Journal* readers in the South will occur after the new plant opens. George W. Flynn, vicepresident of operations who joined the company in 1956, has reported that it will take 25 workers to operate the new plant.

## Ohio j-students meet national news figures

A \$1000 grant from the Scripps-Howard Foundation financed a recent Journalism Workshop for 70 Ohio high school journalism students.

The workshop was held November 16-18 on the Case Western Reserve University campus in Cleveland.

The students published four newspapers. Copy deadline was 3 p.m. Saturday and the papers, published by Rowley Newspapers in their Chardon, O. plant, were available Sunday morning.

The students heard from a number of professional journalists, including Herb Kamm, associate editor of the *Cleveland Press*, Bill Barnard, associate editor of the *Cleveland Plain Dealer*, and Michael Causey, federal editor of the *Washington Post*.

Cleveland journalists serving as advisory editors at the workshop were: Ron Hutson, Ken Rosenbaum, Jules Wagman and Ron Royhab of the *Press*, Judith McClusky, Cy Wainscott and Dick Peery of the *Plain Dealer*, and Jim Nelson of the *Call & Post*. Bob Love, Press public service director, helped orient the students.

Miss Dale Long, of CWRU, said the purpose of the annual workshop is to offer high school journalism students a chance to meet national news media figures and to work with regional men and women in the actual production of a newspaper.

## 4-millionth want ad

Surpassing last year's all-time record by 12 days, *Los Angeles Times* classified published its 4-millionth ad for 1973 on Sunday, November 18. "This strong trend indicates that we will exceed our 1972 all-time high figure of 4,322,865," said Frank W. Lester, director of classified advertising. He also reported that the 4-millionth ad achievement was reached in 1965 and 1966.

# Inter-department teamwork stressed

By Gerald B. Healey

Newspaper circulation executives and personnel can be valuable pipelines to an editor in learning what readers want and don't want, like or don't like in the product, if the editor will lend an attentive ear.

And circulators are eager to provide that pipeline, needing only the editor's encouragement and cooperation.

Those and other observations projected during a Circulation-Editorial-Complement or Controversy? seminar at the University of Wisconsin at Madison November 8-10 produced hard-hitting discussion of many current newspaper problems in all departments due to the newsprint supply emergencies.

Editors, advertising and circulation men from the North and Mid-Central states—50 of them—heard important expressions by panel participants and speakers from those states and also from Indiana and New York which expounded the need for all-out teamwork and cooperation among newspaper departments.

## Needs good product

Taking up the case of the circulator, Ron Anderson, circulation director, Gannett Newspapers, said he needs first a good product from the news department, advertising volume and its attendant reader interest created by the ads themselves; from the production department a well-printed paper that is on time—the latter a factor which also ties in with the news department—and from the accounting department accurate billing for papers sold and delivered. As well, the circulator needs complete and timely information on costs and revenue, so he can tell periodically how he is doing financially.

And the circulation department is producing more revenue today than ever before, it was pointed out more than once during the various discussions.

There is no room now for the petty jealousies of old, Anderson emphasized, as he dwelled on the teamwork theme, which he said Gannett feels so strongly about that a marketing team has hammered at this throughout the past year in visiting and keeping continual contact with the 52 newspapers in its far-flung group.

Anderson took issue with those who say that circulation people should not make product comments or suggestions to editors. He disagrees because, he said, the circulation man is really a marketing man.

Part of the marketing concept, as Anderson sees it, will probably include the marketing department's having a substantial voice in making production and packaging decisions—that is, directing production toward the more saleable products, styles, and designs. Thus, there is a direct need for the circulation and news execu-

(Continued on page 50)



# Dick Smyser

(Continued from page 11)

One of his less lofty personal achievements came at last month's APME convention in Orlando, Fla., for which he was program chairman. Aside from a visit from President Nixon and a last-minute dash to see the Skylab 3 launch, things went smoothly—particularly the First APME Show, for which Smyser and Paul Ebert, director of the Oak Ridge Playhouse, were responsible. It featured such song parodies as "At This Point In Time," (to the tune of "From This Moment On,"), "Knight and Gannett" ("Night and Day") and a vaudeville routine "Gallagher and Quinn" ("Gallagher and Shean.")

## APME goals

What direction will APME take under Smyser?

He says he wants to accomplish some basic things: "Our study committees do some awful fine work, and produce some great information. But the work doesn't always get to the place where it could be most helpful. George Gill, of the *Louisville Courier-Journal*, is in charge of a special performance committee to see that the benefits of this work reaches the right places."

"And we need to better channel, harness and direct the energies of the editors of all the AP papers. We need to get to the AP in New York, but in a way that doesn't distract them, but helps them."

"Basically, APME is a forum for members, a device for them to make themselves heard," Smyser says.

The group will continue to be involved in professional issues, he says, but its varied membership makes position papers a sticky point. On the question of shield laws for reporters, for example, Smyser sees a lack of unanimity. "My own personal position is to be less and less enthusiastic relative to a shield law, because it could do newspapers more harm than good. I would rather stand on the purity of the First Amendment, and go to jail if necessary, and hope that public opinion would ultimately support a free press."

Smyser's journalistic background began when his older brother Bud (A. A. Smyser, now editor of the *Honolulu Star Bulletin*) became feverishly interested in the business. "Bud got excited about it, and I just followed in his footsteps," Smyser says. "And I had a tremendous high school journalism teacher, Lambert Greenawalt, at William Penn Senior High in York. We had a hell of a good high school paper. It was a weekly, and it was completely self-supporting. We sold our own ads and subscriptions, and we graduated some pretty good people. "The late Emanuel Freedman, assistant managing editor of the New York Times, was a grad, Smyser recalls. In high school and college (Pennsylvania State University, 1944, B.A., journalism) Smyser covered student government and wrote features.

Nothing in that background prepared him for covering science and technology in the depth the Oak Ridger must attempt

because of its readership by the local scientific community. But while he sees a need for newspapers to do more sophisticated, specialized reporting and more independent investigative work, Smyser also places great emphasis on the news on a newspaper's own doorstep.

"The accurate, complete obituary, the thorough, day-in day-out coverage of police news, getting every football score somebody wants, the stocks—all that—plus the aggressive enterprise stories, are the minimum requirements today," he says.

Smyser manages to keep up a mammoth correspondence with other editors and various AP personnel by using his newsroom people as unofficial APME staff. College students, who work in the summer, part-time local high school students who work in the afternoon, even fulltime reporters get drafted to type letters, make copies, stuff envelopes and even type the script of the APME convention.

In fact, one of his favorite APME stories is about the time someone called to gripe about a report that was late. He explained that he would get it out as soon as possible, but his "secretary" was in Nashville covering the legislature for a few days.

While some staff members grumble, they pooled their resources to buy their editor a digital thermometer to celebrate his election. Smyser is a weather fan of heroic proportions, and insists on detailed weather research on a near-daily basis: "When was the last time we had six straight days of rain followed by a full moon and three clear nights, with a comet?"

## Hard driver

Despite all this, the newsroom staff even had an "extra" edition printed and distributed at the Orlando convention. After a normal Friday run, a new page-one offset plate was shot and a 228-point two-line deck proclaimed SMYSER ELECTED. A four-column mug shot shared below-the-fold position with a gag editorial and fake "foreign reaction" to his election.

While he drives his staff hard, Smyser himself sets the example. He gets to work about 8:30 a.m. and stays until mid-afternoon, when he heads for either the tennis court or one of the two municipal swimming pools (indoor or outdoor, depending on the season.) Then he returns to the office and stays until 7 or 8 p.m. Nearly every Saturday and some Sundays find him there too.

But he has other interests. Twice a year he leads unsuspecting tenderfeet up Mt. LeConte, the second highest peak in the nearby Great Smoky Mountains National Park. Last October, he piloted 73 souls to the top, and on April 13-14, he'll cajole another batch. This editors-only hike will precede the Atlanta meeting of the American Society of Newspaper Editors, and Smyser insists there are a few places left.

Aside from Mt. LeConte, Smyser's outside interests revolve around his wife and two daughters. Lucy, 18, is a freshman at Macalester College, St. Paul, Minn., and Katie, 13, is a junior high school student. Mary Smyser, Dick's wife, is a former

cancer research assistant who now investigates questions for the paper's "action line" column.

The Oak Ridger and APME take up a large chunk of Smyser's day. But he speaks with greatest fondness of the two really important things in his life: "my gorgeous wife," and "our house on the hilltop that overlooks the Cumberlands, stripmines and all—and on a clear day you can see the Smokies at sunrise."

## Ear muffs ruled OK by OSHA review judge

The *Staten Island* (N.Y.) *Advance* has won its protest of an Occupational Safety and Health Administration citation for excessive noise.

In his ruling, OSHA Judge Henry K. Osterman upheld the *Advance's* contention that ear muffs provided sufficient protection from pressroom noise.

A spokesman for the *Advance* added that the judge supported "our basic position that while the noise may have exceeded the permissible level, at this time there are no feasible engineering or administrative controls to reduce noise levels."

## Frequent citation

Excessive noise is one of the most frequent citations given newspapers since the OSHA law passed. The OSHA regulations require that employees not work more than eight hours in a room where the noise level is 90dBA. A sliding scale governs hours worked when the decibel level is higher.

## Notes are subpoenaed

Attorneys for former presidential aide John D. Ehrlichman have subpoenaed the notes of *New York Times* reporter Edwin W. Kentworthy for a story that quoted a "source close to the Senate Watergate investigating committee" in saying that telephones in the homes of Mary Jo Kopechne, who was drowned when Sen. Edward M. Kennedy's car went off a bridge, and her roommate Margaret Carroll were tapped. Miss Carroll has filed suit against Ehrlichman and others claiming they illegally tapped the phone. The newspaper has filed a motion to quash the subpoena.

## Jimmy Cannon dies

Jimmy Cannon, 63, reporter and sports columnist for King Features Syndicate and Hearst Newspapers, died December 5. Cannon had suffered a stroke two years ago, but had recovered sufficiently to resume his column. He had a relapse two months ago. A Requiem Mass was held December 7 in St. Patrick's Cathedral, New York.

## 50¢ on Sunday

*Buffalo Courier-Express* has increased the price of its Sunday edition by 10¢ to 50¢, effective December 10.



“Freedom of conscience, of education, of speech, of assembly are among the very fundamentals of democracy and all of them would be nullified should freedom of the press ever be successfully challenged.”

---Franklin D. Roosevelt

San Francisco Chronicle



## 'Talking' vending machine

A "talking" newspaper vending machine that hollers when it is being robbed is credited by police with the arrest of a suspect in the attempted theft of coins from a *Santa Barbara* (Calif.) *News-Press* rack.

Police Lt. Edward Shrum explained that the machine at the Safeway store was chosen for the mechanical stakeout after a wave of more than 30 such thefts since June.

A small device is placed in the rack and a larger device inside a nearby structure,

## El Imparcial folds in San Juan, P.R.

*El Imparcial*, first published in 1918, folded on November 21, after a series of unpaid bills led its printer, Publishers Group, to refuse to extend more credit.

Ramon Vega Sosa, executive vicepresident of Publishers Group, said *El Imparcial* had run up more than \$100,000 in bills and had made no payment whatever on its printing debt for three weeks.

Miguel Angel Garcia Mendez, president and principal stockholder in the paper, issued a statement that the paper could not continue. He had acquired control and resumed publication of *El Imparcial* on June 2, 1970, after the paper had closed following financial difficulties.

On April 23, 1973, the building housing the paper was swept by fire. Publishers Group then became the printer. *El Imparcial* had been in increasing financial difficulties since the fire, and owed numerous debts, including unpaid services to United Press International and newsprint to Canadian International.

The Puerto Rico Newspaper Guild filed lockout charges against the paper on November 23, charging failure to announce the closure and to pay wages the last week, plus vacation, severance pay and retroactive salary increases. Although citing "economic reasons" for the closure, management did not file a bankruptcy statement on closing, but may still do so.

Associate editor Miguel A. Santin said he felt sure operation would be resumed in the near future, but Garcia Mendez refused further comment.

The newspaper, a member of the Audit Bureau of Circulations under temporary suspension, had a circulation of 93,178 on Monday, Tuesday, Thursday and Friday and 109,227 on Wednesday, and 83,156 on Saturday.

## New APA home

The Alabama Press Association has moved into a new office building at 1925 Queen City Ave., Tuscaloosa, Ala. from its former location in a Civil War structure, Manly Hall, on the University of Alabama campus. The new office building has 2,000 sq. ft. of floor space and seven separate offices in a brick and wood structure.

the store in this case. When the rack is broken into an electronic signal is transmitted to the larger device, which for 30 seconds then broadcasts a voice message on the police frequency telling its location and—in effect—that it is being robbed.

In this case, police were on the scene before the signal stopped and apprehended the man in nearby bushes. The box also had been marked with a special fluorescent dye that shows up on a suspect's hands under ultraviolet light.



Left to right, Earl H. Richert, of Washington, editor-in-chief of Scripps-Howard Newspapers; Press Editor John Troan; Jack R. Howard, president of Scripps-Howard, and Benjamin R. Epstein, national director of the Anti-Defamation League.

## Anti-Defamation League honors Scripps-Howard

John Troan, editor of the *Pittsburgh Press*, and the *Scripps-Howard* newspaper organization were honored by the Anti-Defamation League of B'nai B'rith at a dinner in the Hilton Hotel in Pittsburgh November 28.

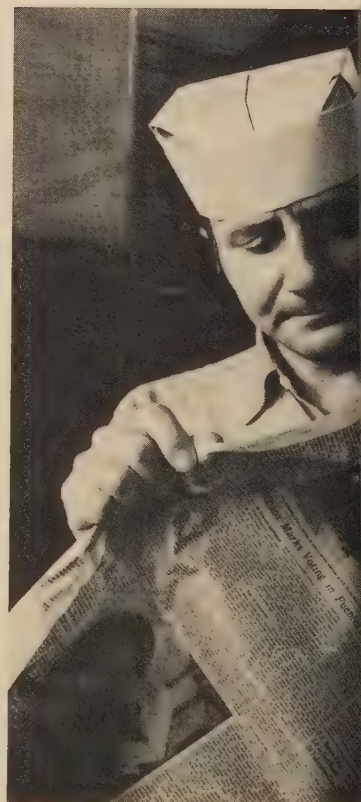
Troan and Jack Howard, president of Scripps-Howard, were presented the first First Amendment Freedoms awards by the League.

Benjamin R. Epstein, national director of the League, said both were being honored "as symbols of those men and women of the press who have always accepted and acted upon their obligation to the American people."

He said "The vital need and function of a free press in American society has never been more clearly demonstrated than it is today . . . We could never have been successful in our efforts to combat bigotry in American society without the press. Without people like Troan and Jack Howard to win public support for justice and equality, our task would have been a thousand times more difficult, if not impossible."

## Figure skating

The *Providence* (R.I.) *Journal-Bulletin* will be a co-sponsor of the 1974 U.S. Figure Skating Championships, to be held February 7-9 at the Providence Civic Center. The newspapers' share of proceeds will go to the Summertime Fund.





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Call today.

**We hear you.**





# Advertising scene

By Daniel L. Lionel

## MAIL RATE HIKE PRESAGES PREPRINT SURGE

When Postal Bulletin #20956, dated 11-22-73 hit the desks of the nation's postmasters announcing, among other tid-bits, an increase of 26% for 3rd class bulk mail, it gave the direct mail industry which spent \$3.4 billion at the old rates last year a violent case of the shakes. The Bulletin announced that the new "temporary" rates would be effective January 5, 1974 and would entail a jump from the minimum rate of 5¢ to 6.3¢ per piece for 3rd class bulk rate mailings where more than 250,000 pieces were mailed in a calendar year.

"We've had more than a hundred inquiries in the last few weeks from heavy mail users concerning preprinted inserts," William W. Fitzhugh, Jr. president of the Newspaper Preprint Corporation said, "and now that the new rates have finally been published, we expect a deluge."

### Turn to preprints

Small wonder then, that heavy direct mail users are scurrying to find a shelter from the Post Office onslaught. The newspaper preprinted insert with its present average cost of \$32 per thousand for an 8 page tabloid completely printed with full color and inserted in newspapers in the top 25 markets provides a most attractive alternative. The cost goes up by about 50¢ to \$1.00 per thousand in the smaller markets. To publishers faced with a newsprint squeeze and equipped with well oiled stuffing machines, the preprinted inserts have taken on a pleasant patina.

By the same token, the Newspaper Preprint Corporation expects to be doing more Hi-Fi and SpectaColor business in 1974 than in 1973. Fitzhugh notes that while Hi-Fi and SpectaColor showed a 13.5% in 1972 over the previous year, the growth had levelled off in '73. "Hi-Fi paper is available now," said Fitzhugh, "and while SpectaColor paper is somewhat of a problem, we see an overall gain in the preprint mix shaping up now for 1974." He also sees rolled preprints as a boon to hard-pressed publishers who can use the reverse side of the preprint for news and advertising.

Looming as another alternative to the skyrocketing postal rates are the so-called private postal services and hand delivered community newspapers. In this category are a wide array of shoppers and Penny-saver publications. These are generally delivered in plastic bags.

Many of the shoppers are now able to offer advertisers "audited" circulation via the Certified Audit of Circulations, Inc., Livonia, New Jersey. Founded 17 years ago by Clarence G. Klopp, its current managing director and a former staffer with A. C. Neilson, C.A.C., as it is called, audits 265 such publications with a weekly circulation of 7 million copies.

In answer to this department's query about how he audits delivery of free newspapers, Klopp said publishers must keep a record of payment for each carrier. The carriers are paid monthly by check on the basis of a given amount for each paper delivered. A random audit is made twice each year in the circulation radius of the publication by telephone or in person. The householder is asked "Do you receive it? Do you read it." The total audit is confirmed by outside CPA firms and must tally with the publishers records of weekly press runs and distribution.

Advertisers are also turning to imprinting on plastic bags in which regular newspapers as well as shoppers are distributed. Bill Fitzhugh said the plastic bags were particularly popular with Florida newspapers where a total distribution on Sundays of 1,580,000 is available at a cost to the advertiser of only \$13 per thousand including 4 color printing and delivery to the newspaper. Advertisers who have been using the medium include state fairs, boat shows, the University of Tampa and the Tampa Electric Company.

With more and more newspapers availing themselves of sophisticated stuffing equipment, Fitzhugh sees the major preprint growth area in preprinted stuffers which, in many cities is becoming available for on line daily, as well as Sunday insertion. The newest post office move, he notes, can only accelerate this trend.

## Preprint company eyes merger with ad bureau

Discussions are taking place on the merging of Newspaper Preprint Corp. and the Newspaper Advertising Bureau, William W. Fitzhugh Jr., president of NPC, said (November 26).

While Fitzhugh said "no decision" has been reached on the merger, he said that it "seems in many ways possible," and would be "a natural one."

Jack Kauffman, president of the advertising bureau, said his organization's Long Range Planning Committee was studying the feasibility of absorbing NPC. Kauffman said a final decision on the matter would have to be made by the bureau's board of directors. He said no recommendation has been made to the board at this time.

NPC was established in 1966 by 300 newspapers, which own stock in the company, to help advertisers plan and buy preprinted Hi-Fi and SpectaColor inserts. The company broadened its services a couple of years ago to include preprint supplements in an effort to improve earnings.

According to Mark Arnold, NPC board chairman and vicepresident/advertising for the Westchester-Rockland Newspapers, the company would finish 1973 with a profit.

## Story & Kelly-Smith named by Rockford

Cove Hoover, publisher of the *Rockford (Ill.) Morning Star and Register Republic*, has retained Story & Kelly-Smith Inc. as sales representatives in all classes of advertising.

The Gannett-owned papers were previously represented by Branham-Moloney Inc.

According to S & K-S, the newspapers are "true single rate newspapers offering both national advertisers and retailers the same discounts."

## CWO&O to represent British newspapers

Cresmer, Woodward, O'Mara & Ormsbee has been appointed national representatives in the United States for *Times Newspapers of Great Britain, Ltd.* Under the new arrangement, CWO&O will undertake advertising sales representation for *Times of London*, the *Sunday Times*, the *Sunday Times Magazine* and *EUROPA*, the new multi-national publication of the European Common Market.

## Chevrolet manager

W. R. O'Neil has been put in charge of all print and broadcast advertising and merchandising material for Chevrolet cars at Campbell-Ewald Co. His new title is management supervisor-passenger cars at the agency.

## Test Marketing? ERIE, Pa.

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Morning Evening Sunday

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The roster of our newspaper clients reads like a "Who's Who" of journalism — around the world. Naturally, we want to do whatever we can to increase the scope and quality of our service to newspapers. That is why we're making the same, generous offer to newspapers which we recently made to libraries (our best customers in the educational field). If you're not already subscribing to The New York Times on microfilm, here's the deal:

With your new microfilm subscription to The New York Times for two years (1974 and 1975), we will send you Information Design's microfilm reader pictured above — without cost or further obligation — upon receipt of payment for the first year's subscription. We ordinarily sell the very same reader for \$960 — a top price in the market.

That's all there is to it — a fabulous offer. Now consider the double-barreled advantage you acquire with the reader, for your internal use. With The Times in your library, your own communication services become definitive.

The other advantage is, of course, the convenience and efficiency of your newspaper subscription on microfilm. Forget about storage, binding and deterioration problems; with microfilm, today's news will remain as fresh and readable as the news off your presses in the year 2000 and beyond.

You know nothing about microfilm? With the Information Design 201 reader, you don't have to. It's designed for laymen, not technologists. The 201 is virtually self-operating — and includes optical image rotation, full vertical scanning — and is of modular construction. The 24" x 24" non-glare screen provides a full view of any size newspaper page. And if you mail the coupon below to us quickly, we'll have the 201 on your premises in time for you to use with the microfilm edition of The Times' January issues.

And best of all, an annual subscription of The New York Times on microfilm is only \$365. A full-service subscription to The New York Times Index is just \$172.

**ORDER:** Yes, I want to start an annual subscription to The New York Times on microfilm for the years 1974 and 1975, at the rate of \$365 per year. It is our understanding that you will send to us, without cost or obligation, the Information Design microfilm reader 201, upon receipt of the first year's subscription.

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EP-1F-2



## I-MAN SPORTS DEPARTMENT

Tight budgets and increasing production costs continue to limit the size of sports staffs on newspapers, forcing editors to search for improved methods of reporting to fit their limited resources.

The problem is especially evident among smaller newspapers such as the *Loveland Reporter-Herald*, Loveland, Colorado, (circulation: 10,000). I'm the only reporter officially in the Reporter-Herald sports department and have had to learn how to obtain maximum local coverage within the severe limitations of time, money and space. A day-by-day analysis of how I do that might be useful to sports writers with similar problems.

### MONDAY

I begin each week by writing a schedule of local sporting events, including time and location published daily in the newspaper, which tells the reader what to expect on the sports pages the next seven days. The schedule also helps me organize my plans for the week to best budget my time.

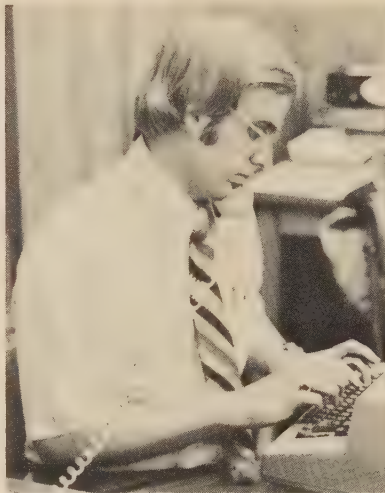
Much of the schedule deals with the activities of Loveland High School. Every week the athletic director mails me a copy of his planned sport events. I then call the offices of three area high schools (all within a radius of 15 miles) and the two Loveland junior high schools to check their sport activities for the week, especially noting any time or date changes from previously published schedules.

During Monday phone calls, I leave messages for the head coaches as a reminder to call our office with a game story if a staff writer is not present at the event. The only assistance I receive in staff coverage is from a news writer, usually on a once-a-week basis. Thus, much of the Reporter-Herald sports coverage is by phone reports from head coaches. But until the coaches are "trained" to call the office and learn what to report, I must leave them messages every week to explain what I want for the next seven days. Rapport must be developed which, initially, might take some time, but is worthwhile when you can depend on a coach calling the sports department consistently and on time.

Monday also is the day to compile the latest standings in the two local high school conferences. Ideally, the standings should appear on Saturday after the Friday games, but time and space do not permit. So I print the standings on Tuesday. My rationale is that Tuesday gives the reader a perspective of last week's action and a schedule for the following weekend.

### TUESDAY

Tuesday's effort involves evening hours preparing pregame coverage for the four high schools. Evening work is productive because it's almost impossible to contact coaches during the day. The coach is at home at night and has more time to devote to the sport writer's questions.



Kim Ziebell

I write two pregame stories for the four high schools. One story focuses on Loveland High School and includes comments from the head coach and the opposing mentor. The other three outlying high schools are in another conference and I combine their coverage into one article, attempting to put their play in a perspective of the entire conference and alternating amount the three schools for the story lead. We used to give separate pregame coverage to all four high schools, but it took too much time and space. We've had no negative comments on the new approach.

No pregame coverage is given the two junior high schools unless a contest of special significance is scheduled that week (e.g. a game for the city football championship).

### WEDNESDAY

The material gathered Tuesday is written Wednesday and printed Thursday. That may seem quite a lag between initial contact of the source and publication, but I find key stories are written more meaningfully if I give myself a little time at home to put the information in proper perspective. I also have time to check back with the coaches if additional questions come up or if a coach wants to make further comment on the story. Thursday publication is the best time to prepare the reader for Friday and Saturday competition.

Wednesday evenings feature gathering reports on local minor sports such as cross-country, volleyball, gymnastics and city recreational activities—all of which are played Wednesdays and other days of the week and are reported to the office by phone.

### THURSDAY AND FRIDAY

Thursday and Friday are my "wild card" days. I devote this time to features

which add an important dimension to the sport pages.

Most high school athletic events in our area are played Friday evenings. There's not much time after the competition to write the story (nothing new to sport writers or any member of a news staff), but our sports department attempts to give the readers a different angle on each game. The stories try to feature the coach's viewpoint (locker room angle) and fewer "hard" facts about the game. The statistics, of course are important. But we cannot cover all games personally, so the copy editor is in charge of taking game stories over the phone. Saturday and Sunday results (if not covered by a staff writer) are phoned to the department Sunday evening.

### No photographer

What about pictures? The Reporter-Herald doesn't employ a full-time or a part-time photographer. Every reporter at the newspaper takes his own pictures to save money and manpower. I rely on local photos for the sports pages with the majority from game stories. I also frequently visit various team practices for photos which can be used at almost anytime during a particular season, especially with pregame stories. If I don't have a photo for a particular day (usually the middle of the week), I let the two sports pages run without one. That may seem odd, but it gives me needed space for local and national stories.

Another time-saving technique is assigning all layout chores to the copy editor. Many sports editors on small newspapers must spend much time on layout, but fortunately we have a universal desk which permits me to use that time to gather news.

### Attend college games

To cut costs, Reporter-Herald substitutes staff pleasure for pay when covering Colorado State University athletic events. Press passes are obtained for each event and we attend the competition without pay as a representative of the newspaper. No pressure is put on the staff member to attend any event, but we have had excellent interest and attendance. If for some reason the sports events cannot be covered, I rely on wire copy for the story. This same approach is used in covering any professional sport in Denver (in most cases, Denver Broncos games).

It is admittedly frustrating to look at the national sports wire and realize I have so little space for such copy, which on first thought I think should be in the newspaper. But we have established our priorities. So on Monday I run wrap-ups on key college scores from Saturday (primarily football and basketball) and the professional standings. We don't publish on Sunday and it's assumed the reader has received Saturday's scores from other newspapers, radio and television by the time our newspaper reaches him Monday evening.

The weekly schedule I described is the nucleus of my sport gathering activities. Of course, the procedure is altered somewhat during the summer months and between sport seasons such as late fall when high school football competition ends and basketball begins two weeks later.



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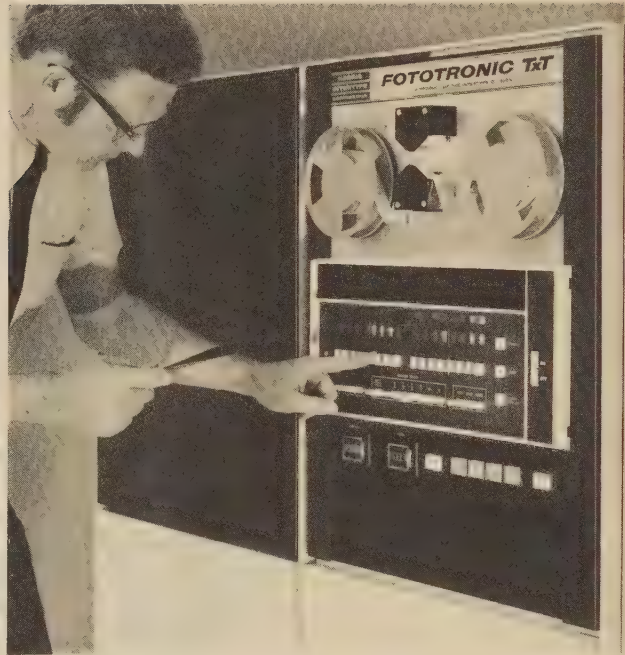
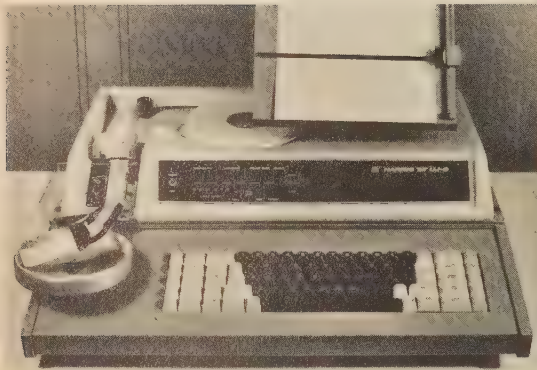
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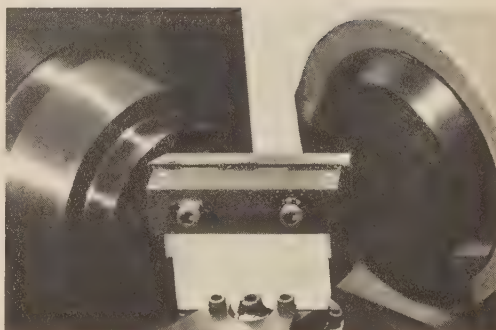
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## **HARRIS**



*Communications and  
Information Handling*

KAY METZCHER—appointed editor of the TODAY '73 (lifestyle section) of the *Pompano Beach* (Fla.) *Sun-Sentinel*. Formerly assistant TODAY '73 editor, Ms. Metzcher was a feature writer for the Levittown, Pa. *Bucks County Courier-Times*.

\* \* \*

DARNELL PEACOCK, oil editor of the *Houston Post*—named president of the Association of Petroleum Writers at its annual meeting. Peacock succeeds GENE KINNEY of the *Oil and Gas Journal*. Also elected were JIM COLLINS, president and editor of *Energy Intelligence Weekly*, as vicepresident and JAMES SCOTT, editor of *Petroleum Engineer*, as secretary-treasurer.

\* \* \*

Panax Corp., newspaper chain in East Lansing, Mich. has named DONALD H. LAYMAN vicepresident and controller. He succeeds JAMES J. CONWAY.

\* \* \*

CHARLES M. MORROW—elected publisher of the *Galesburg* (Ill.) *Register-Mail* and president of the Board of Directors of the Galesburg Printing and Publishing Co. Morrow's election follows the death of MRS. ETHEL C. PRITCHARD, who served in those capacities. With the newspaper since 1950, Morrow will continue as editor of the *Register-Mail*.

\* \* \*

PATSY SUMMERVILLE—named women's news editor of the *Selma* (Ala.) *Times-Journal*, filling a vacancy left by the resignation of ELEANOR FALKENBERRY.

\* \* \*

PAMELA G. HOLLIE, reporter for the *Wall Street Journal*—elected to the Board of Directors of the Newspaper Fund. Ms. Hollie, a Newspaper Fund intern in 1969 while a college student at Washburn University in Topeka, Kan., is the first participant of the foundation's programs to be named to the Board. The Newspaper Fund provides study and scholarship grants for college students who work as newspaper interns.

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# news-people

The *Passaic* (N.J.) *Herald News* has announced two promotions. Business editor THOMAS L. BAKER—promoted to night editor, replacing GEORGE J. HOMCY, who will become executive vicepresident of the Clifton (N.J.) Chamber of Commerce. MRS. EDWARD KOSTELAK—named assistant regional editor.

\* \* \*

WILLIAM J. PAPE, II, publisher of the *Waterbury* (Conn.) *Republican and American*, elected president of the Connecticut Citizens for Judicial Modernization, sponsor of the Citizens Conference on the Connecticut Courts now considering legislation for court reforms in 1974.

\* \* \*

MEL KISHNER, art director of the *Milwaukee* (Wis.) *Journal*, and *Milwaukee Sentinel*, elected to the University of Wisconsin Hall of Fame for undergraduate achievement in athletics and community contribution following graduation.

\* \* \*

L. THURMAN GILL—new publisher of the *Seymour* (Ind.) *Daily Times*. Gill moved up from director of sales, advertising and printing. THOMAS W. CONNER, present publisher, will remain with the paper for several months.

\* \* \*

RICHARD T. CUMMINGS, JR.—joins Minneapolis Star and Tribune Company as an attorney in the legal department.

\* \* \*

GENE CORNWELL, business manager and circulation director of the *Beaumont* (Tex.) *Enterprise*—elected president of the Texas Circulation Managers Association. Cornwell succeeds CARLTON BARNES, circulation manager of the *Dallas Morning News*.

\* \* \*

ROBERT C. COLLAMORE has returned to the *Newberg* (Ore.) *Graphic* as editor after leaving the newspaper in 1952 to enter the insurance business. He retired last year as a district manager for Prudential Life Insurance Co.

\* \* \*

WILLIAM LOSTOSKI, former ad director of the *Cleveland Plain Dealer*—named ad director of the *Casper* (Wyo.) *Star-Tribune*, succeeding ROBERT T. NAYLOR—promoted to assistant to the publisher in charge of systems and business development.

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Wacker



Spencer

FOSTER L. SPENCER and LOUIS H. (BUD) WACKER—named assistant managing editors of the *Buffalo Evening News*. Spencer will continue his present responsibilities as news editor and Wacker as city editor.

\* \* \*

BILL FARMER—named business and financial editor of the *St. Paul* (Minn.) *Dispatch* and *Pioneer Press*. He returns to the St. Paul papers after a year and a half as editor at the Webb Co.'s Creative Communications Division.

\* \* \*

LINDA M. ELFMAN has joined Woody Kepner Associates, Inc., a public relations agency. Ms. Elfman has worked on the *Altoona* (Pa.) *Mirror*, the *Atlantic City Press*, and has also served as editor of the *Miami Beach Daily Sun-Reporter*.

\* \* \*

JERRY G. CRENSHAW, editor of the *Greenville* (Tex.) *Herald Banner*—named publisher of the *Denison* (Tex.) *Herald*. He succeeds CLEO CRITTENDEN, who has resigned to join the Bell Publishing Co., Temple, Tex.

\* \* \*

DALE MAYHAR—named general manager of the *Henryetta* (Okla.) *Daily Free-lance*. LARRY R. ADKISSON—appointed advertising manager of the *Okmulgee* (Okla.) *Daily Times*, the position previously held by Mayhar.

\* \* \*

CHARLES TAIT has been named assistant to the managing editor of the *Baltimore Sun*, not assistant managing editor, as reported in the November 17 *Editor & Publisher*.

\* \* \*

Six promotions for members of the *San Antonio* (Tex.) *Light* editorial staff have been announced: GLENN TUCKER, news editor; TOM MCGOWAN, city editor; FERN CHICK, assistant city editor; SHARON WATKINS, political writer; ED CASTILLO, urban affairs writer, and BOB WHITE, copy desk slot man.

All are veteran editorial staffers of the *Light*.

\* \* \*

CHARLES HIBBERT, former sports writer, *Hartford* (Conn.) *Times*—to sports staff, *Bristol* (Conn.) *Press*.

\* \* \*

LEO E. CARDENAS, former *San Antonio* (Tex.) *Express* assistant city editor—selected to head U.S. Department of Justice Rocky Mountain region community relations service.



# in the news



Shryock

Estes

ROBERT E. SHRYOCK, assistant managing editor of the *Camden* (N.J.) *Courier-Post*—named managing editor. He succeeds ROBERT J. RITCHIE, who has joined the *Daily Observer* (Toms River, N.J.) as editor.

\* \* \*

Media General has elected two new vice-presidents: GERALD W. ESTES, former vicepresident and general manager of Richmond Newspapers, will head the newspaper divisions of Media General, and JAMES S. EVANS will be in charge of other divisions, including Garden State Paper Company.

\* \* \*

GILES E. PADEL—to corporate management selection and training for Harte-Hanks Newspapers, Inc. He was previously serving as vicepresident-personnel of the Express Publishing Company and manager of training for Harte-Hanks.

\* \* \*

BARRIE HARTMAN — named managing editor of the *Eugene* (Ore.) *Register-Guard*. He succeeds WILLIAM WASHMANN, who has resigned for medical reasons and who will return to the paper as a copy editor after a leave of absence. DOUG BATES replaces Hartman as news editor.

\* \* \*

Three appointments at the *Corvallis* (Ore.) *Gazette-Times*: THOMAS S. JENKS —named editor, MICHAEL BRADLEY—to chief staff writer, and ROBERT DOWLESS—appointed advertising manager.

\* \* \*

PETER CORSON, former president and publisher of the *Lockport* (N.Y.) *Union Sun and Journal*—appointed to the Niagara Frontier Transportation Authority.

\* \* \*

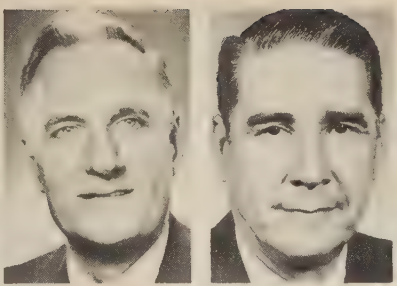
BETTY MILLS VAN, a newswoman in the Charleston (W.Va.) AP bureau since June 1971, has been transferred to the Boston AP bureau.

\* \* \*

BRIAN BELL, photographer and staff writer for the *Portland* (Ore.) *Journal* for five and one-half years, has joined the Portland office of Rockey-Marsh Public Relations as an account executive.

\* \* \*

RALPH W. STEPP—promoted from assistant advertising manager to advertising manager of the *Washington* (Pa.) *Observer-Reporter*. He succeeds GEORGE R. STEWART, who retired.



Heidenreich

Huffer

JOHN L. HEIDENREICH, former Houston branch manager for VariTyper, has joined Star Graphic Systems, Inc. as West Coast district manager.

\* \* \*

L. B. HUFFER—named director of economic planning of Gore Newspapers Company, publisher of the *Fort Lauderdale* (Fla.) *News* and the *Sun Sentinel* (Pompano Beach, Fla.).

\* \* \*

JERRY MELTZER — appointed assistant classified manager of *The Blade* and *Toledo* (Ohio) *Times*.

\* \* \*

JEAN GERLACH—appointed vicepresident-editorial of ComCorp, publishers of the Sun Newspapers. She will control the editorial operations of ComCorp's eleven greater Cleveland suburban newspapers and participate in corporate planning. Ms. Gerlach started with the Sun Newspapers in 1965, and has served as reporter, news editor, managing editor, editor of the *Sun Herald* and *Lakewood Sun Post*, and as ComCorp's Metro News Bureau chief. Six months ago she was named executive editor of the chain.

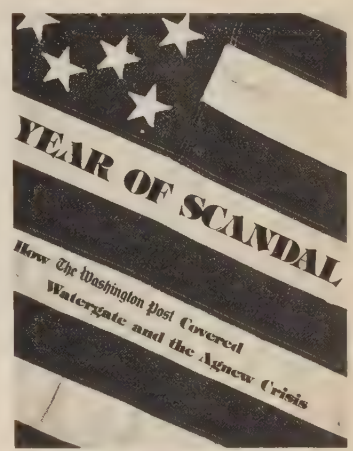
\* \* \*

FRANK JACKMAN—named the *New York News Washington Bureau Manager*. Before joining the Bureau in 1968, Jackman worked for the *Worcester* (Mass.) *Gazette* and U.P.I. He is taking over from JERRY GREENE, author of the "Capitol Stuff" column. Greene, with the *News* since 1945, co-authored the "Cap Stuff" column with TED LEWIS before becoming Bureau Chief in 1969, and took over the column after Lewis' retirement in 1971.

\* \* \*

RICHARD K. WEIL, former reporter and columnist for the *Berkshire Eagle* (Pittsfield, Mass.)—to join the city staff of the *St. Louis Post-Dispatch*.

The book that documents the crucial role played by The Post in its Pulitzer Prize-winning expose of Watergate—



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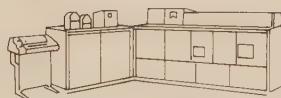
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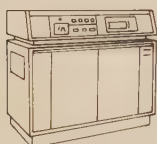
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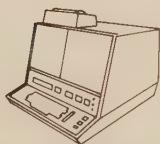
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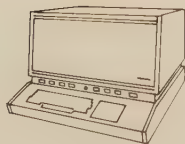
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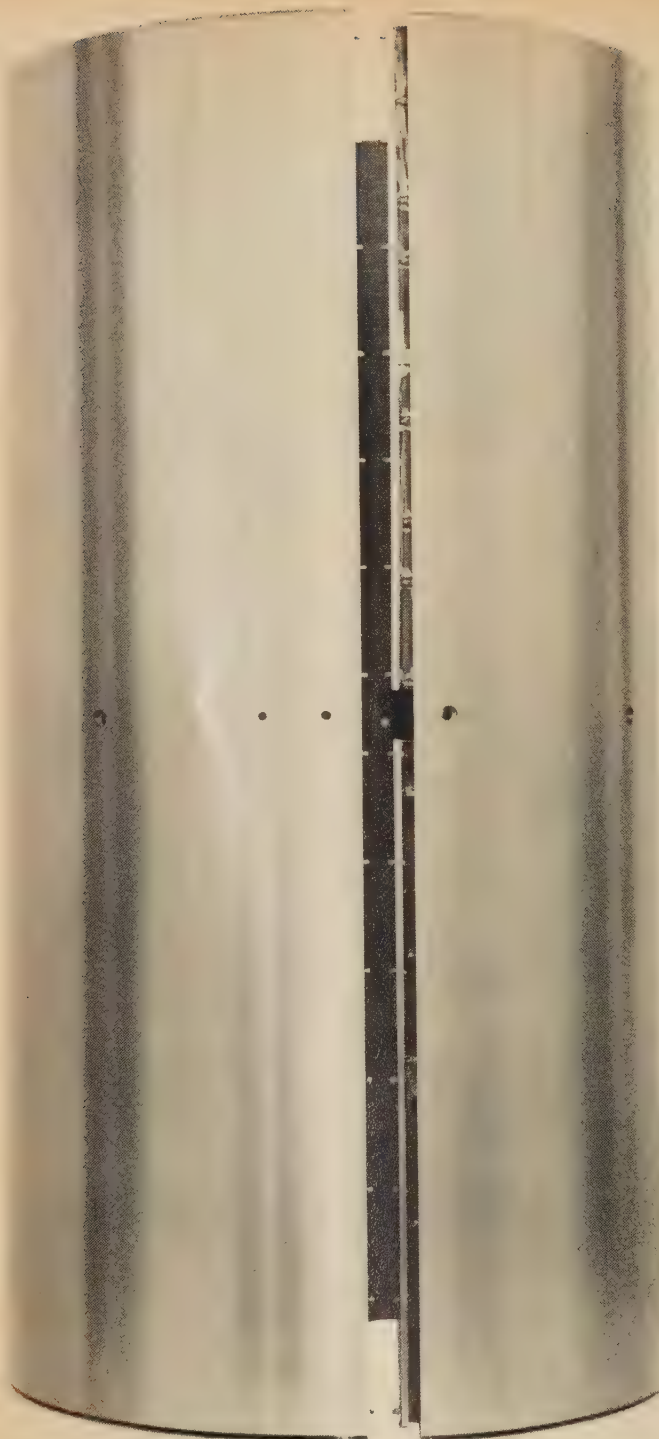
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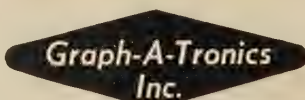


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# Paper completes switch to cold type in one month

The song "All the Way" might have been the theme of the *Waterloo* (Iowa) *Courier* during its recent conversion to a fully computerized photocomp operation for news and classified advertising.

Courier employees decided they weren't going to waste any time implementing the Star/Xylogics system installed last August.

The nine-column letterpress paper with a circulation of 57,000 (published Monday through Friday evenings and on Sunday morning) had been producing cold type display ads on Linofilm since 1966. Only news and classified advertising remained to be converted.

Converting these two areas, of course, was to be no small job. News fills about 800 Courier columns a week, and classified advertising turns out about 5500 ads weekly, approximately 36 columns daily and 72 columns Sunday.

But a sort of new frontier spirit spread through the plant.

## Caught up in challenge

"Everyone in the news room, classified and composing room was caught up in the cooperative challenge of making it work, and they did!" said general manager Robert J. McCoy.

The news conversion was first, and was accomplished in about two weeks. Management scrapped the idea of going with a "dual" system. It decided how many pages could be produced in cold type for the next day's paper—and those pages were actually used.

The first day, four pages were attempted, then eight, then 12, 16, 20 etc. By the end of the first week, more than half of the news hole was being produced as paste-up.

After the conversion of the news side, classified followed, and its total conversion also was accomplished in about two weeks.

Thus in slightly more than a month, the news and classified sections were fully

converted to an electronically interfaced computerized system that uses no paper tape.

And the conversion was accomplished without late editions and garbled news stories sometimes associated with conversions.

"We held our old deadlines," said editor Gene Thorne.

The Courier's news system is configured this way: Impulses from the Associated Press wires feed directly into the computer where they are stored on magnetic disks. At the same time, "hard copy" comes in on the teletypes as always, and the stories selected for use can be called up on any of the four newsroom VDTs for editing by the wire editor.

Local copy is produced "scanner-ready" on IBM Selectrics, and after initial editing by the city desk for content, the copy is sent to the composing room. There an operator feeds it into one of the two Compuscan OCRs in the Courier system.

The scanners automatically send the stories to the computer from which they may be called up on the newsroom VDT screens for any additional editing.

## Stories sent to computer

After the copy editor is satisfied, he sends the processed version back to the computer and a signal appears on a teletype in the composing room that the story is ready to be typeset. With the press of a teletype key the composing room operator assigns the story to one of three 191 Compstar photocomp machines for typesetting.

The system obviously requires a lot of coordination and cooperation—and these factors have been the key to the Courier's successful team operation.

"Hot Lines" give immediate telephone contact between news or classified and the composing room in case something goes wrong.

## Plant • equipment



**SUPERVISION**—Copy control editor John Barbour operates one of four VDTs in the Courier newsroom as Editor Gene Thorne (right) and associate editor Stewart Haas look on.

In addition to the cooperative spirit, Courier management also credits advance planning with helping pave the way for a successful conversion.

In the newsroom, for example, Thorne gave associate editor Stewart Haas the job of organizing newsroom operations for the new system.

Thorne and Haas started newsroom staffers preparing "scanner-ready" copy about a month before the Courier started using the system.

In classified, the same procedure was underway. Classified director Helyn Knief put Dorothy Seger, sales supervisor, in charge of planning.

Lessons were started well ahead of actual system production and were kept small enough to be readily absorbed step by step. "We were very concerned about keeping our staff comfortable and sales oriented while learning and after conversion," Knief said.

Classified copy follows much the same route as local news, going from the ad taker to a copy control desk for editing and checking of text. To achieve a more uniform "story" size, the ads are scanned and processed in batches.

"After a final check on the VDT, all new ads, kills and changes are stored in the computer's daily ad file. At the close of business for the day, the computer sorts all orders in the daily ad file by classification and they are merged with previously run orders stored in the masterfile which is updated by deleting expired ads," Seger explains.

Paper marking is no longer necessary.

The entire classified section is typeset every day. Ads have headlines and body copy completely composed and white space generated for cuts to be pasted on. Extra column headings for long classifications and graphics are the only things to be stripped in during paste-up.

A steady gain in both ad count and lineage have been maintained during the conversion.



**CLASSIFIED INPUT**—Helyn Knief, classified advertising director (standing), discusses VDT operations with members of her department.

# Space problem solved through vertical conveyor

A newspaper camera operator's time becomes more and more precious as press start-up approaches—and he can use that time best by exposing pages in the gallery and keeping his hands off film. Automated negative-making systems free him to concentrate on the copyboard by taking over all the film handling from roll-film camera to a conveniently located outlet in the adjacent platemaking area. But how can he do this when the platemaking area is not adjacent to the camera but is one floor and a lot of steps away?

The *Middletown* (N.Y.) *Times Herald Record*, a 50,000-circulation morning paper that was one of the first dailies to convert to offset, faced just this problem in planning installation of a new Goss Metro press on the second floor of a new wing in September, 1972.

The newspaper's management wanted the plate room up on the press deck, and there simply wasn't enough space available for the camera department, too. Besides, it was felt that the camera department should be located next to the composing room on the first floor.

According to Donald R. Dadko, assistant general manager, "We didn't want to continue running plates up to the press deck by hand, as we were doing before the new press, but no one was happy either about the prospect of the camera operator having to carry pieces of film upstairs."

## Custom-built conveyor

The *Times Herald Record's* space problem was solved with a unique vertical conveyor that was custom designed and built by Chemco Photoproducts Company, Glen Cove, N.Y., to connect up with the Chemcomatic Negative-Making System.



**VERTICAL CONVEYOR** automatically transports page negatives from film processor to the plate room on the second floor of the *Middletown* (N.Y.) *Times Herald Record* plant.

The 12-foot-long double-roller conveyor automatically transports page negatives from the outlet of the film processor to a catch bin next to a light table and register punch in the plate room above. Elapsed time for the conveyor trip: 11 seconds.

The negative-making system consists of a Spartan II Roll-Film Camera, Chemcomatic film transport and LogEfo LD-24 film processor. The camera is loaded with 23-in-wide rolls of Powerline Translucent Plastic film, and Powerflo chemistry is used in the processor.

Under the direction of Tim Ennis, camera supervisor, between 48 and 160 page negatives a day are made for the *Times Herald Record* and *Sunday Record* and between 12 and 16 pages daily for the afternoon *Port Jervis* (N.Y.) *Union Gazette*, also owned by Orange County Publications, a Division of Otaway Newspapers, Inc.

Contact paper prints for editorial half-tones and display ads—a total of about 200 prints in a typical day—are exposed in a Chemco Spartan I Roll-Film Camera, in use in Middletown for many years. After the prints have been pasted into position in the adjacent composing room, the completed pages are delivered to the camera department for exposure.

## API schedules third circulation seminar

The American Press Institute said an additional seminar for circulation managers, the third in the 1973-74 schedule, will be held March 17-19, 1974.

A seminar for telegraph editors and copy desk chiefs previously scheduled for the March dates has been rescheduled for June 16-18, 1974.

Walter Everett, API executive director, said that an exceptionally large number of applications for the two circulation seminars originally listed, for November and February, necessitated a third program.

# OCR facsimile used to transmit election results

Typesetting of election coverage that formerly took almost five hours was telescoped to 22 minutes at the *Akron Beacon Journal* on the first Tuesday of November.

This election the entire news and production staff was faced with some new problems at a traditionally difficult time. For one thing the edition structure at the *Beacon Journal* has been reduced, resulting in the establishment of some earlier deadlines. This meant that wider election coverage had to be ready for the first edition.

Mort Metker, assistant production manager, devised a system that would take advantage of all available technology to complete the election tabulations over two hours ahead of the old deadline and in about one-twentieth of the production time.

## On-line to computer

Primarily this feat was accomplished by utilization of the Optical Character Reader "on-line" with the IBM 1130 computer. Pre-typed forms complete with all instructions for the phototypesetting were provided at all points gathering election returns and in the BJ news room, where final results were inserted and the copy was rushed to the OCR.

- An original document was prepared showing the names of all candidates and other pertinent information. This document also incorporated all format instructions, leaving blank areas for the final ballot count.

- The original copy was reproduced and copies were given to reporters covering individual counties while the original was held at the copy desk.

- After all ballot counting was completed and the reporter had gathered the results, the figures were typed on the reporter's copy of the original OCR document.

## Facsimile transmission

- Those copies were delivered by reporters or transmitted via a facsimile transmission unit to the news desk. (State reports were transmitted over a distance of one hundred miles).

- The editor then typed in the figures on the original document and sent that completed form to the composing room for OCR application and typesetting.

- The ECRM unit was "on line" to an IBM 1131 computer where it received all the hyphenation and justification commands, and the paper tape was punched to drive the Photon Mark IIs.

- The paper type was positioned and the finished mechanical was rushed to the engraving department where it was transformed into a magnesium plate. Plates were made at a rate of two pages per twenty-seven minutes. The *Beacon Journal* used .040 magnesium plates and etched with Hunts hi-speed X-10 chemistry.

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"What we were looking for," says Dennis Schieck, Production Manager of the Review-Journal, "was a complete system conversion to offset reproduction. We found Chemco could best meet all our needs. And the system is operating so efficiently that despite last minute editorial requirements, deadlines now come easy."

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**CALL YOUR CHEMCOMAN...AND SOMETHING GREAT DEVELOPS**

A 39,000-square-foot production facility for the *Illinois State Journal* and the *Illinois State Register* was dedicated November 13 as the first phase of a \$2.5 million capital improvement program.

The building houses a two-folder, 12-unit Goss anti-friction press obtained from the *San Antonio* (Tex.) *Light*. It doubles the press capacity of the old plant, which is located just a few blocks from the new structure. It also permits more flexibility in the use of Letterflex plates, which the *Journal-Register* has been using for some time.

The building also includes a pad for a future offset press, a storage area for 1,000 tons of newsprint, a circulation office and a mailroom triple the size of the one in the old plant. The storage area includes a lowerator system and the mailroom has the capability of loading from six positions.

The mailroom system includes a new Sta-Hi 257 counter-stacker with a keyboard programming device, an IDAB shrink-wrap machine and a Cutler-Hammer conveyor system. Equipment moved from the old facility includes a Sta-Hi 251 counter-stacker, an IDAB shrink-wrap machine and a Magnacraft inserter.

Helen K. Copley, chairman of the corporation publishing the *Copley Newspapers* since the October 6 death of her husband, James S. Copley, was present at the dedication. She was accompanied by Thomas C. Ackerman Jr., newly elected

vice-chairman of the corporation, and Robert Letts Jones, president of *Copley Newspapers*.

Jones, in outlining Mrs. Copley's plans for future expansion in Springfield, said the second phase would be the erection of an ultra-modern building to house editorial rooms, composing facilities and business offices of the two newspapers. The project, located in downtown Springfield, will cover 1½ square blocks and will include a parking facility.

The *Moulton Advertiser*, Alabama's oldest weekly, is now housed in a new \$50,000 building with 7,200 sq. ft. of floor space. It is the paper's third location since the present publisher, Arthur Slaton, became the owner in 1946.

Cybergraphics, Inc. has received a contract from the Dallas (Tex.) *Morning News* to design and install a fully computerized system for the News' mailroom operation.

The custom designed system will automate the mailroom operation to a greater extent than at present. The system will control the newspaper bundle distribution conveyor belts and truck loading ramps, and monitor the number of bundles loaded into the trucks at the dock.

Being under computer control, the system can be advised to accelerate loading of a specific truck, or load several trucks simultaneously.

All operations will be continuously dis-

played on a TV monitor at the control console as well as in remote locations. Operational and management personnel will be able to monitor all operations and obtain detailed data from the computer memory about previous operations.

The system can be expanded to monitor the press run in conjunction with the loading operations, and eliminate shortages or overruns of newspapers.

The expandability of the system will allow The Dallas Morning News to increase the number of truck loading ramps and distribution conveyors as part of its expansion of production facilities.

The *Tallahassee* (Fla.) *Democrat*, a Knight newspaper, has scheduled a \$2-, 620,000 expansion program to be completed in June of 1975. The current 62,000 sq. ft. of building space will be enlarged to about 100,000 sq. ft.

New facilities will include a four-plate-wide press line installed, with provisions for the addition of another at a later date. Each will have eight units and one folder. In addition to space for the press lines, the two-level building expansion will incorporate space for press ancillary facilities, additional paper storage, a new mail room, a new lunch room, and new mail and receiving docks.

The *Kingsport* (Tenn.) *Times-News* is the first publication to put into operation the CompuScan SCAN-DISC, a computerized text storage and editing service.

According to CompuScan, the new device adapts recently developed low-cost "floppy" disc data storage technology, until now used primarily for program storage in sophisticated computer installations, to "low-cost, easy-to-use" word and text storage, retrieval and editing applications.

The *Times-News* is using the SCAN-DISC to process and structure classified advertising. The paper expects an immediate extension of up to two hours per day in advertising acceptance deadlines.

The unit will replace punch cards, paper tape, magnetic tape and cassettes now being used for text storage.

Two new Harris V-15A offset press units and an additional folder have been added to an existing six-unit Harris press to print the 10,300-circulation *Oak Ridge* (Tenn.) *Oak Ridger* and other newspapers here.

In addition to the daily and varied job work, the press is printing the *Clinton Courier News*, a 7,000-circulation weekly and a very successful weekly shopper with a press run of over 14,000.

The *Puducuh* (Ky.) *Sun-Democrat*, has ordered an 8-unit Goss Urbanite press. The new *Sun-Democrat Urbanite* will be installed in June 1974, and will be complemented by a remodeling of the *Sun-Democrat's* present production facilities.

The *Journal Newspaper Group*, publisher of seven newspapers in south Chicago suburbs has moved into its new plant and executive offices at South Holland, Ill.

Publisher Ed Hayden said the plant has 8,000 square feet with a drop dock. The papers are offset printed. Executive offices cover 2,400 square feet of space.

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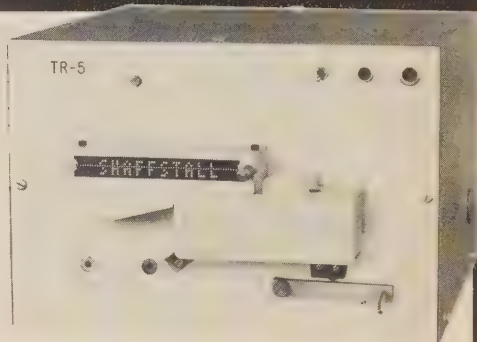
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PHOTOCOMP CORRECTIONS—are set on a Compugraphic CompuWriter II which was installed as a correction device for the Videosetters and 505s. Composing room keyboard operator Carl Villari is pictured.

## Special purpose typesetting problems solved with CRT

"We have had experience with three generations of phototypesetting machines," says William C. Niland, director of planning for the *Washington* (D.C.) *Star-News*, "and it is not unusual to wait as long as three to six months after delivery before a machine is ready for reliable production.

"At approximately 11 a.m. on a Tuesday morning in July, the first of two new Compugraphic Videosetter CRT typesetters was delivered, crated on our loading dock. It was brought upstairs, uncrated, and plugged into a normal 110 socket. It ran our 3 p.m. market wire that afternoon.

"This made a dramatic impact on management. And, really, it was the first indication that our expectations of an easy to operate, high-speed system would be met."

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Installation of the Videosetters was the culmination of a management decision to totally convert typesetting production to phototypesetting, made in 1960. Total conversion was actually accomplished in April, 1973, with the use of three Mergenthaler Linotron 505 CRT machines.

### Needs listed

"But," Niland, said, "we knew we needed three things—head setters, a 'ring' machine, and a high-speed, special-purpose typesetting device for our set-solid classified ads, obits, wire tapes, markets, and sports agate.

"Between December, 1972, and April, 1973, we installed two Compugraphic 7200 keyboard-operated display machines—one high-range, one low range—for heads; and a CompuWriter II for our correction device. The CompuWriter II is used to set corrections for both the Videosetters and the 505s."

The Videosetters at the *Star-News* are Compugraphic's first production models. They are fed paper tape from 20 Fairchild mechanical keyboards and a Tal-

Star I computer system which includes two, 32K General Automation 1830 CPUs with disk drives; and a number of peripherals including two VDT editing devices and a line printer for hard copy proofing.

"The new typesetters are Videosetter I models," Lowder said, "i.e., they operate from six-level, TTS-coded, justified tape or from our wire service tapes."

A printer in the composing room noted, "We run news text off one machine and classified and markets off the other. Each has a type face which can be electronically manipulated to give us 12 variations, e.g., Roman with Italic, Bold with Italic, Condensed with Italic, Expanded with Italic, Bold Condensed with Italic, etc."

Software interface with the computer system was accomplished with a minimum of problems. Compugraphic provided such information as character width, position of characters on the grid, and a detailed operating manual. All programming was done in house.

### Wrote program

"We had in existence a computer program for tape-driven linecasters," says Lowder. "We wrote new patches for this program and were off and running. Initially, coding for this program was a dollar sign and alpha character; now we use supershift commands.

"We also have a general-purpose set of computer programs. These accept as input the six-level TTS tape. Initially, these produced an eight-level drive tape for the 505s and had to be modified to produce six-level drive tape for the Videosetters, as well. We now have an output module which will permit us to run any tape either on the Videosetters or 505s. We start the tape with a two letter command—"VS" or "LT"—and our allotting system automatically routes the tapes to the proper punch. This gives us an enormous advantage in system redundancy."

Lowder and Niland indicate speed and economics as among the most important advantages noted thus far. "We had already significantly streamlined the size of our composing room before the Videosetters were installed," Niland emphasizes. "When we installed the machines, we didn't add space. The floor space they each occupy is about the size of a filing cabinet. Moreover, they are not as sensitive to fluctuations in humidity and temperature as some other machines are."

The *Star-News* reports consistent production speeds of approximately 500 lpm. "While I'm not an optics engineer," says Lowder, "I know that the optics in the Videosetter is not scanning white space, it's scanning the character. Consequently, we're getting very high speed output. Because of these speeds, we've eliminated a lot of time crunches."

One of these "crunches" involved the handling of the market wires. "Prior to installing the Videosetters," Lowder continues, "we were tying up two of our three 505s to get the New York and American stock exchange reports out in time for our late afternoon press run. Our Dataphone transmission devices ran faster than the phototypesetters. This is no

(Continued on next page)



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longer the case. With the Videosetters—faster than the stock wire transmission systems—we're able to let the tapes run out until transmission is almost completed before running them through typesetting. We by-pass the computer for the stock wires, making the appropriate manual adjustments on the Videosetter control panel.

"Our set-solid classified throughput is also a good deal faster. We run approximately 10 pages of classified a day, with a bit more on week-end editions. We have about 4,000 ads in our master file, with 50 or 60 batches of about 20 new ads apiece entered daily. There had been times when partials had been left over to handle when the morning crew came on. This is no longer true. The liners are run complete by the night crew and ready for press in the morning."

Box scores from the sports wire also by-pass the computer and go directly to the Videosetters. "Saturday night is our heaviest load here," says Lowder. "The scores from college and high school games come in late. The Videosetters handle the wire tape so quickly that we're able to get last minute information ready for paste-up earlier than ever before."

"Moreover, if there's an operator error or an error somewhere in the system, we can rerun the copy and still make press deadline."

"Overall, we have a total system which combines powerful productivity with a great deal of flexibility and back-up. With respect to the Videosetters, the 7200s and CompuWriter II, the machines are designed with controls set up with the operators in mind so they can understand the operations quickly and easily. Consequently, employee morale is very high. They actively enjoy working with the machines."

## Indiana paper breaks ground for new plant

Ground will be broken next summer for future facilities of the *Richmond* (Ind.) *Palladium-Item*.

Editor and publisher E. S. Harris said that nearly one-half of a city block is being purchased, with about 50,000 square feet involved.

The expansion will include the purchase of a new offset press, construction of a building providing 45,000 square feet and limited parking facilities.

The expansion probably will be conducted in two phases over a period of several years, Harris said. The newspaper will be published out of both the present location and the new site until both phases are completed. The *Palladium-Item*, with 175 employees, has been published at the present location for more than half a century.

## Poll proved accurate

The *New York News Straw* Poll predicted—within one percentage point—the November landslide victory of New York City mayoral candidate Abe Beame. This marked the 30th time the News called the shot correctly on major elections.

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# Newsmen stress editorial say in papers' conversion decisions

By Larry Olsen

Editorial involvement from the beginning and a buyer beware philosophy will considerably lessen newsroom problems for papers switching to computerized production, three editors told the 18th annual meeting of Southern California United Press Editors (SCUPE) in Palm Springs.

"The system has got to be tailored to your needs and not to what production thinks, because the whole idea behind using the process is to eliminate production," said Ron Funk of the *Santa Monica Evening Outlook*. The Outlook is now undergoing conversion.

"Don't assume the system will work right, because it won't, and don't let the salesman tell you it will," said Ron Kenney, editor of the *Escondido Times Advocate*.

"Talk to the editors before the contracts are signed," added Larry Allison, managing editor of the *Long Beach Independent Press-Telegram*.

## Transition problems

The remarks were made during the main panel session of the two day conference held September 28 and 29 by subscriber editors of UPI. The three editors, along with UPI reporter Don Thornton, concerned themselves with problems that develop in the newsroom during the transition to computers.

UPI demonstrated its new video display terminals during the conference. The terminals are in operation in New York and will be in operation in all UPI national bureaus within a year. The system ties into New York computers and allows editors to call up stories when and at what length they desire.

"The main problem is trying to understand a system that will help and not impede the newsroom," Funk said. "Editors have to help and be in on the ground floor in equipment buying and system design—because whatever the system, editorial and advertising will run it."

Funk said the Outlook will be entering computerized production in two stages, first in the classified-billing area—using two computers and video display terminals—and then in the newsroom.

"We expect to save 15 to 17 positions," he said. The savings will be in office help and production.

Funk said the system effects a 20 to 25 per cent increase in copy processing speed and a great decrease in typos.

## Nothing to fear

"In fact the newsroom has nothing to fear from the system because it must continue the same level of creativity it has held in the past," he said.

Funk said the Outlook will be using a system very similar to that of UPI. He said the paper and UPI were working closely and developing a formal proposal for a role in the design.

"Take advantage of the help others offer from their own experiences," he

said. "UPI is good because eventually we must be compatible with the wire."

As for what to look for in a system, Funk said above all it "must be more efficient and simple to handle local and wire stories than what you've got now."

Both Kenney and Allison were involved in adapting their newsrooms to the use of Compuserc systems that scan IBM typewriter-prepared copy.

## Pioneer scanner use

The Times-Advocate was the fourth paper in the nation and the first in the west to use the scanners. The paper started using scanners in the newsroom last November. Since then eight other papers in the west are using scanners, including the *Independent Press-Telegram*.

At the Times Advocate, "classified pioneered the scanners for use because it was more complicated," Kenney said. "They came close to losing people who didn't think they were capable of handling the codes."

"Above all allow ample time to go into the new system," he said.

"Don't assume the system will work right because it won't and don't let salesmen tell you it will," he added.

Staff in the newsroom went through training that extended over a six month period before they "started producing copy."

Training for the newsroom included seminars using a 37-page manual, using electric typewriters, practicing with the scanner to see what unproofed film prints looked like "to see mistakes and what the machine was doing for them" and tests on the system.

"The machine will do what you tell it and no more," Kenney said. "Some people are quicker than others to grasp."

Kenney said three newsmen needed an additional three weeks to adjust.

"They happened to be older," he said. "I think it contributed to their being less willing to accept change. Now we don't have any problems preparing the copy."

## New skills needed

Because newsmen at the Times-Advocate have taken over production jobs they have had to learn new skills.

But the "huge financial savings" of a reduced production staff through attrition has enabled the newsroom to add three persons.

"Newsroom growth has been at least partially due to savings in production," Kenney said.

Allison said the Independent Press-Telegram used scanners, and is planning to use video display terminals—but only to supplement the scanners.

"The transition went smoothly at the Press-Telegram. In fact, I was amazed at how readily the newsroom adapted," he said.

He said the I P-T has been using scanners for a year, but leaves coding corrections to production.

As advice for editors interested in conversion, Allison said, "Know the systems as opposed to the hardware. The gadgets are meaningless if they are not compatible to the software."

"Don't take the attitude it won't apply," he said. "Each system is different, yes, but most equipment is applicable to any size paper."

## Learn about system

"Learn all you can about the system and not the hard or software," he added. "And insist on editorial involvement from the beginning and in all decisions."

"Beware of the salesmen when they say only one mistake in 10,000 because that comes out to one every 90 seconds. Don't focus your attention on the gadgets because your success or failure is going to come from the quality of the system and the program," he said.

Allison agreed with Kenney that there was little resistance from the reporters, adding they made it "smoothly and easily."

The reporter's view of computer technology in the newsroom came from Thornton, now with UPI in Sacramento, but involved in the switchover in UPI's New York office.

"Everyone in the Bureau was scared," Thornton laughed. "We kept saying we're not management."

But he learned the new video display terminals offered easy copy editing and rewrite.

UPI set up the new equipment next to the old teletypes and gave everyone time to "fool" with them in free moments and run tests.

"The older ones didn't like them at first, but once they learned the capabilities everyone accepted the equipment" he said.

## Workshops to assist old paper collection

The first of a series of workshops designed to assist communities in implementing methods for home separation and curbside collection of newspapers was held recently in New Jersey.

The workshop was sponsored by the Hackensack Meadowlands Development Commission, in conjunction with the Committee for Resource Recovery, a coalition of industry, environmental, and community groups.

At the workshop, informal discussion and a slide show illustrated alternative methods for retrieving used newspaper. A manual was distributed suggesting methods by which cities could institute such programs, and guidelines were presented for a supporting ad campaign.

Participating in the program were Richard Scudder, chairman of the board of Garden State Paper Co., Inc. and representatives from the Federal and State Environmental Protection Agencies.

Over 40 cities have accepted invitations to participate in future seminars which will be conducted late this month, according to HMDC.



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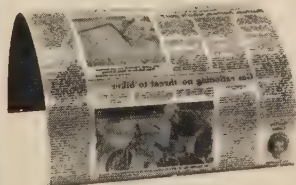
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# Transition to new plant, presses, format goes well

The York (Pa.) *Daily Record* has converted from letterpress to offset printing; from tabloid to broadsheet; and from a 73-year-old building to a new, all-electronic building—all in four months time.

Ground was broken for the new plant on June 13, and employees moved into the new building on the target date of October 13, 1973. J. D. Scoggins, *Daily Record* publisher, said the "triple" conversion went exceptionally smooth, with just three deadlines missed during the first two weeks.

"Our readers and our advertisers," Scoggins said, "are very enthusiastic about the broadsheet and our horizontal design. We did get some complaints that the newspaper is less convenient to read at the breakfast table and in the restroom, but our web size is only 29" and we expect a quick adjustment no matter where one might be sitting."

The *Daily Record's* first edition after conversion was 64 pages with process color on the front page. Process color was

repeated the following week with an "Open House" edition.

The *Daily Record*, a 37,000 circulation six-day daily, is printed on a new five-unit Goss Urbanite press which replaced a 1923 Goss High Speed letterpress. Due to the positive advertiser reaction, which has necessitated constant double press runs, additional units are already being considered.

The composing room features carousel systems which facilitates smooth copy flow. Composing equipment includes a Mergenthaler VIP for display typesetting, and the Hendrix 4000 Computer Display System for classified. Compugraphic equipment includes a 4961, 2961HS, and two 7200s. Page proofing is done on a Hamada Copy Star.

## Mail room configuration

The mail room is equipped with a new Didde-Glaser two-up automatic inserting machine. From the inserter, the papers are wrapped, then automatically moved on a conveyor to a Saxmayer 9200 tying ma-

chine. The Saxmayer kicks the bundles onto a conveyor which carries them outside the building and to the circulation trucks.

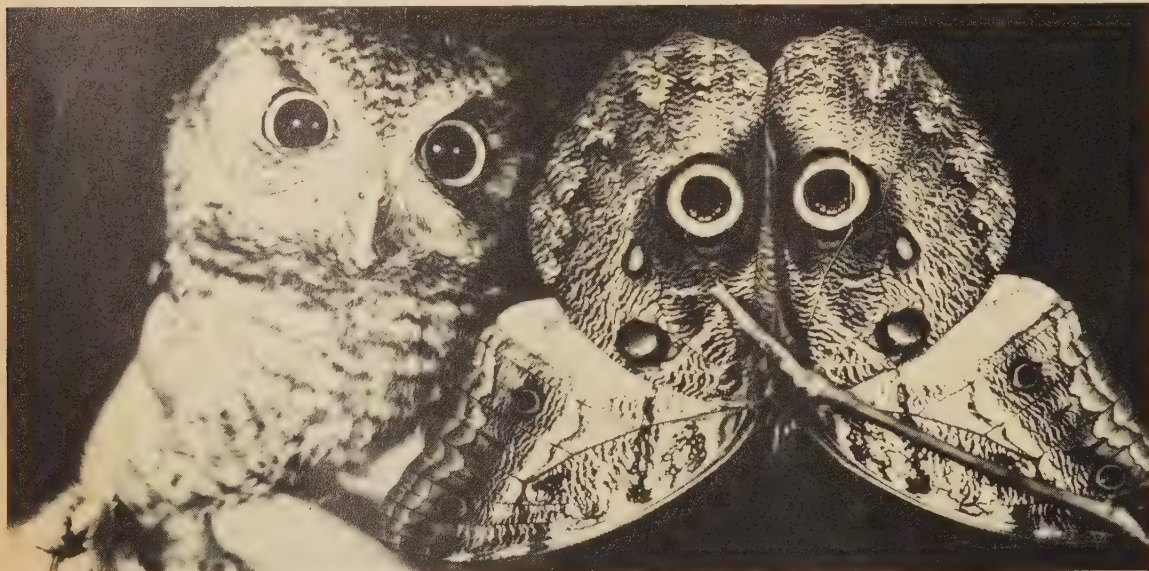
The press dark room consists of Kenro camera, a LogE automatic processor, NuArc plate equipment, and a National automatic plate processor.

The *Daily Record* is also experimenting with the Kodak PMP plate system. Circulation and advertising billing has been placed on an IBM Systems 3 Model 6 computer. In addition to billing, the *Daily Record* uses its IBM computer for payroll, payables and inventory.

The new *Daily Record* building is situated on 2½ acres, and is located two blocks from Interstate 83, and three blocks from Highway 30 bypass. The location was selected for quick access to all areas of York county.

## News editor buys

Mr. and Mrs. Kenneth Haughney have purchased the weekly *Humbolt* (Kans.) *Union* from Jerry and Ethel Allen. The Haughney's are from Lamar, Mo. where he was news editor of the *Lamar Daily Democrat*. The sale was handled by Krehbiel-Bolitho Newspaper Services.



## WHO IS WHO?

Some moths carry prominent eyespots on their wings. Scientists speculate those eyespots are meant to frighten off a predator. A hungry bird might take this Caligo butterfly for an owl and thus miss dinner. There are lots of look alikes in life. People sometimes assume that if it's a yellow tractor, it was made by Caterpillar. Caterpillar and Cat are registered trademarks of Caterpillar Tractor Co. Those trade-

marks should only be used to identify the products we make. The list includes trucks, engines, backhoes and wheel tractors, and track-type machines.

So, please, when you use our name, make sure you're talking about our product. Thanks.



**CATERPILLAR**

Wheel and Track-Type Tractors  
Loaders • Scrapers • Engines  
Motor Graders • Pipelayers • Off-Highway Trucks



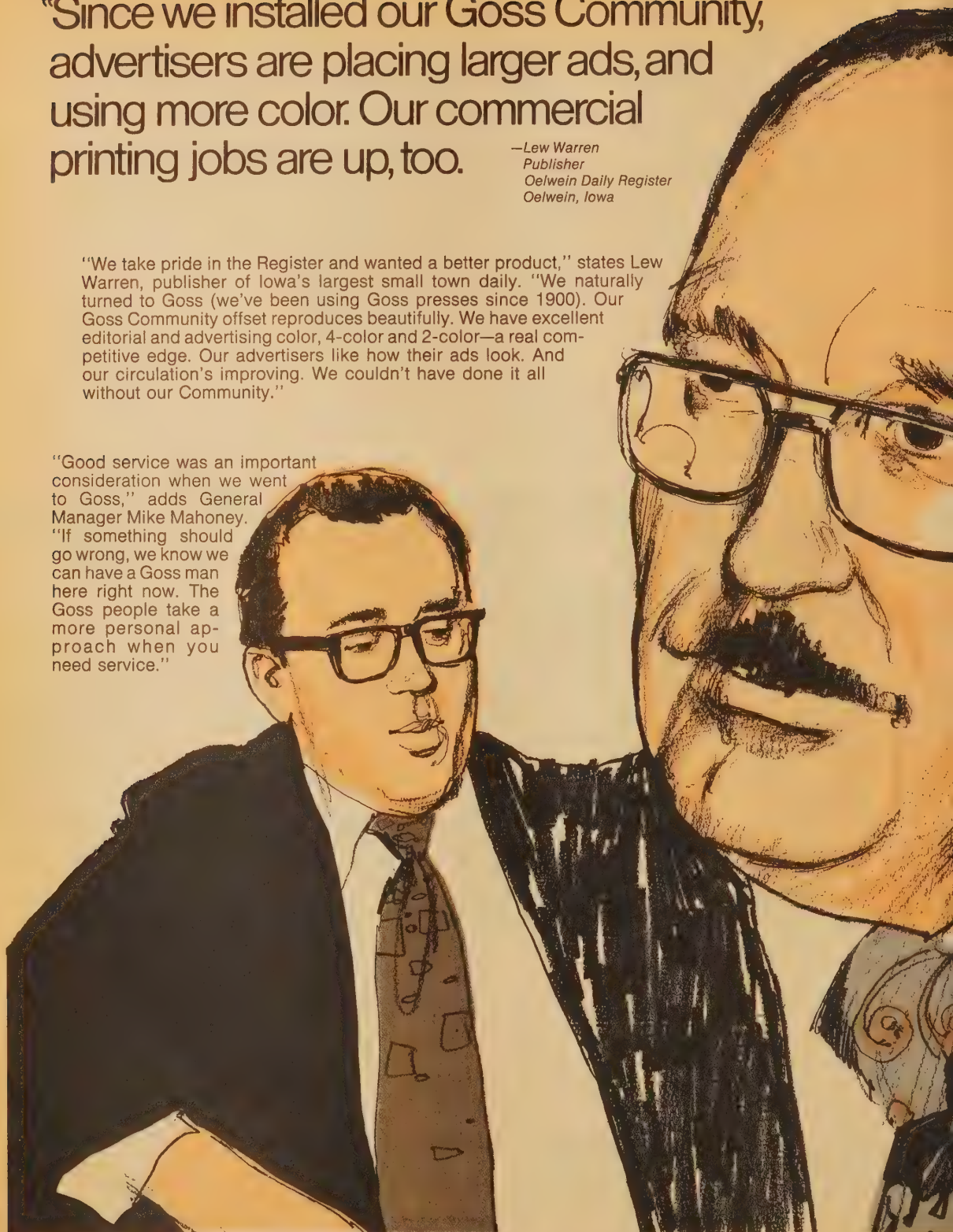


"Since we installed our Goss Community, advertisers are placing larger ads, and using more color. Our commercial printing jobs are up, too.

—Lew Warren  
Publisher  
Oelwein Daily Register  
Oelwein, Iowa

"We take pride in the Register and wanted a better product," states Lew Warren, publisher of Iowa's largest small town daily. "We naturally turned to Goss (we've been using Goss presses since 1900). Our Goss Community offset reproduces beautifully. We have excellent editorial and advertising color, 4-color and 2-color—a real competitive edge. Our advertisers like how their ads look. And our circulation's improving. We couldn't have done it all without our Community."

"Good service was an important consideration when we went to Goss," adds General Manager Mike Mahoney. "If something should go wrong, we know we can have a Goss man here right now. The Goss people take a more personal approach when you need service."





This advertisement was printed on the Goss Community press at the Oelwein Daily Register, Oelwein, Iowa, U.S.A. For complete information on the Community, call or write: Goss Division, MGD Graphic Systems Division, 5601 West 31st Street, Chicago, Illinois 60650.



"Our Goss Community is easy to work and get at," says Bob McCarty, Mechanical Superintendent. "The training by Goss personnel was great, too—they stayed with us right up to the initial press run. And we can call day or night and have parts here in a matter of hours."

**New improvements on the Community Press...**

- Roll size increased to 42"
- T-Bar blanket lockup
- Guards for O.S.H.A. compliance
- Speed increased for presses with Suburban folder



**MGD Graphic Systems Division**  
Rockwell International

Where science gets down to business.





# New products

A new tape-perforating electronic keyboard, capable of storing up to 71 different formats in programmable chain memory, has been introduced by Star Graphic Systems, Inc.

Called the Model "PF" (Programmable 'format') Perforator, it is the third in a series of new electronic keyboards in the Star line and the first to offer programmable formatting capabilities. It is designed to offer maximum speed and ease of input operation for newspapers, commercial typographers, and in-plant facilities, especially where multiple input and/or phototypesetting output configurations are involved.

The PF keyboard generates six-level, TS-coded paper tape. In its standard configuration, it can access 55 different formats via two-keystroke command. Via an optional 16-key addition, 71 different formats can be stored. The 16-key option provides single-keystroke access to formats. There is, as well, an optional 2-character display.

Unlike other formatting keyboards which use a block storage concept, the PF uses chain memory. This means no loss of memory space, no matter how long or short the specific format code. Block memory involves a fixed amount of storage space. Under such circumstances, it is necessary to call out two 16-code blocks to handle an 18-code command, wasting such valuable format storage space. In

addition, chain memory, unlike block memory, does not require the operator to know in advance how many blocks will be used in specific coding commands.

Star has a special 2K computer option for the keyboard, which increases maximum storage capability from 812 codes to 2,812. A high-speed tape reader is also available as an option.

The PF will store formats for up to three different phototypesetting machines; i.e., three keys can be specifically designated each of a different output unit. Moreover, individual keys can be assigned as specific designators for such repetitive functions as bylines for newspaper and periodical work.

Biometrics of Cambridge, Mass., has announced that its Model 200 Eye Movement Monitor is now being used as a means of measuring advertising effectiveness. A New York marketing research firm is using the Biometrics Monitor to investigate how readers view space advertising.

The Monitor tracks how a consumer's eyes move when presented with space ads, package designs or television commercials. An exact facsimile of the consumer's scan pattern can be plotted, showing which part of the ad and copy are really read.

Etta Associates, Inc. has developed software for the Varicomp V3000 CRT keyboard system to provide for two paper coding structures, a word wrap facility on the CRT, half-tone CRT display of function codes for readability of text, calling

of formats on the V3000 from off-line keyboard tapes, increased format sizes, and three tape reading functions. The system has been delivered to J. Schiller, Inc. of Linden, N.J. The V3000 keyboard will drive an AM 747 phototypesetter.

Etta is a "programming partner" of Varisystems Corporation. Etta plans to implement, on the V3200 and V3300 series keyboards, similar editing systems to be offered for sale as software packages to drive various phototypesetters.

Ryco Graphic Manufacturing has developed a new approach for safe, continuous web press operation without stopping for washup.

The Ryco Blanket Washing System Model 3000 permits one blanket to be washed or all of them simultaneously from a master control panel, mounted near the main console or in a position convenient to pressmen.

The new machine operates simply: The operator activates wash cycle from Master Control panel or signal is relayed from flying paster. Ink rollers and dampers are released from plate control; blankets are sprayed with solvent. Spray cycle can be controlled from one to six seconds. Following the spray cycle, rollers are brought back into contact with plates and printing continues. Paper web absorbs ink/solvent wash off which is discarded and normal printing run continues.

The Ryco Automatic Blanket Washer System is easy to install and can be designed to conform to any web press configuration.

## Teletypesetter monitor for desk use introduced

A new model Teleprinter designed specifically for the newspaper industry is announced by the manufacturer, Extel Corporation, Northbrook, Ill.

The Extel for monitoring Teletypesetter transmissions is compact, quiet and 85 percent electronic solid state. The manufacturers say it is readily serviced and fits into an office environment.

The new model operates on the standard U.S. Teletypesetter Code and incorporates, among other features, switchable monitor facilities by which functional codes such as upper rail and lower rail, etc., may be printed out as symbols in addition to normal text.

## Acquire plate processor

LogEtronics Inc., of Springfield, Virginia has acquired from Wood Industries the worldwide rights to manufacture and sell a photomechanical transfer plate processor.

The processor, originally developed by R. Hoe and Company and marketed as the Econ-O-Lith, has been in use for more than five years in newspaper and commercial printing establishments. It will accommodate both the Kodak PMT and Agfa-Gevaert Copyrapid plates. The basic process involves direct transfer of an exposed image from a film or paper negative to a printing plate by processing in a single solution.

# TVP®

*is a registered trademark of the  
Archer Daniels Midland Company  
for Our brand of Textured  
Vegetable Protein.*

*Please don't use our trademark as a  
generic term or abbreviation.*

We're proud of our trademark. TVP® designates our brand of textured vegetable protein. Our TVP® is the original textured vegetable protein, and a patented product—U.S. patent number 3,488,770.

While there are many textured vegetable proteins, there is only one TVP® brand. Please assist us in seeing that our trademark is not mis-used.



**ADM**  
ARCHER DANIELS MIDLAND COMPANY  
Decatur, Illinois 62525

# Dunagin tries to keep cartoons simple & short

By Jabbo Gordon

The best cartoons are those which don't need a caption, says Ralph Dunagin, syndicated cartoonist with the *Orlando (Fla.) Sentinel Star*.

"Simplicity is what I work for—with ideas as well as the drawings themselves. The simpler the better. Eliminate as many words as you can," Dunagin says.

"Sometimes I have to shape an idea into a cartoon, and that's stretching a point. That's when the captions are long and that's bad because it often means you have to explain the cartoon," he adds.

But once he gets the idea, the drawing doesn't take any time—usually less than an hour. It's the idea that can take a long time.

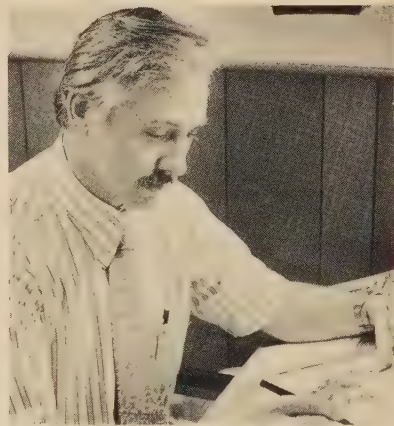
The worst part of being a cartoonist, according to Dunagin, is the daily deadline. "For this paper, I can do one the day before it is published, but I have sweated out a few deadlines," he admits.

Sweating out deadlines is not what caused Dunagin's prematurely gray hair, but he does try to work about two weeks ahead, especially with his syndicated cartoons. But this causes another type of problem.

Other cartoonists have come up with similar ideas through the years. "It's happened several times, but what hurts is when I do one two weeks ahead and someone else's runs a day or two before mine. It looks like I copied him. But these things happen and I'm sure it has worked in reverse," Dunagin says.

Dunagin tries to think in terms of a national audience for the most part. "I try to pick a subject everyone knows about.

"What I'm trying to do is give people an outlet and a reason to laugh at themselves or at the things that are going on. One of the good things about this job is



Ralph Dunagin

that you're always looking for something funny.

"I have never been accused of getting risqué, but light humor about anything is good if you handle it right. Actually the more serious the subject, the funnier it is," Dunagin says.

The 36-year-old says he does not try to convey any particular message. And he doesn't have a specific character or a person with a name.

"Most of my characters look alike. I've thought about developing a specific character but when I'll do it, I don't know."

By like token, he doesn't do many caricatures and he seldom uses pictures as guides. If he decides to do a caricature, he might use a picture as a reference at first, but not for long.

"I don't even use a photograph for President Nixon any more." The President, by the way, has requested several originals from Dunagin. "In fact, I owe him a couple," Dunagin says.

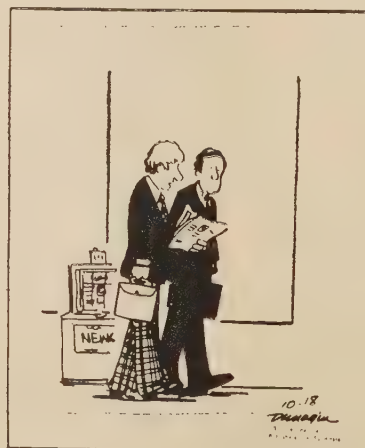
Raymond Ralph Dunagin Jr. grew up on a Mississippi farm and played football and basketball in high school. He is about the same size as he was then and packs 195 pounds into his 6-2 frame. After a year of college, he dropped out to join the Marines.

After two years duty in the Far East aboard the aircraft carrier *Ticonderoga*, Dunagin entered the University of Southern Mississippi where he majored in commercial art. He had always wanted to be an artist.

"We didn't have any art courses in high school, but I spent more time in class doodling and sketching than doing what I was supposed to be doing. I know one thing—I used up an awful lot of school paper."

But when he was due to graduate from college, he discovered he was one math course short. By then he had married his childhood sweetheart, and his wife, the

(Continued on page 53)



"Do you realize if they printed only the good news, there would be no newsprint shortage?"



**HOW TO KEEP HOMES  
WARM,  
DRY,  
STURDY!**

**FIRST AID FOR THE AILING HOUSE,** by Roger C. Whitman, helps readers upgrade their homes while downholding costs.

Timely, reliable tips on everything from fuel and furnaces to termites, tilework, and storm windows.

4 times a week

**UNITED FEATURE SYNDICATE**

220 East 42nd Street  
New York, N. Y. 10017  
(212) 682-3020

**HO HO HO**

*Readers react in different ways to SENATOR SOAPER, by Bill Vaughan.*

*Some go HA HA HA HA HA HA!*

*Others go HEE HEE HEE HEE HEE!*

*A few go HAW HAW HAW HAW HAW HAW!*

*(And Amos T. Grouch of Chagrin Falls, Ohio, merely snickers.)*

*No paragrapher is quoted so often and widely as BILL VAUGHAN. (Without him, what would there be to talk about at the water cooler?)*

6 times a week

**NORTH AMERICAN NEWSPAPER ALLIANCE**  
a division of

**UNITED FEATURE SYNDICATE**

220 East 42nd Street  
New York, N. Y. 10017  
(212) 682-3020



**6 Canadian  
Newsprint  
Mills want  
to share  
a word  
with you**

The word is **psychographics**. It's a new magic word on Madison Avenue. Millions in newspaper ad dollars could depend on your advertisers' media decisions based on psychographics.

That's why we've just financed a research project called "Personality Plus: Marketing Beyond Demographics." Through psychographics—measurement of consumers' personalities and lifestyles—it shows how to sell more goods to more markets through newspaper ads.

It's not our first such project—it's our seventh, going back to 1960. The Newspaper Advertising Bureau and many individual newspapers have sold millions of dollars worth of ads using these authoritative research data.

Our purpose? To help our newspaper customers stay ahead in the media race by giving them competitive sales tools.

Now we'll get back to our own race—making as much newsprint as we can for you to print the ads on.

**Newsprint Information Committee**

633 Third Avenue, New York, N.Y. 10017

Member companies and service representatives in U.S.:

**British Columbia Forest Products, Ltd.** The Crofton Paper Co., Inc.

**Consolidated-Bathurst Limited** Consolidated Newsprint, Inc.

**The Great Lakes Paper Company, Ltd.** Lake Superior Newsprint Co.

**James Maclaren Company, Ltd.** Maclaren Newsprint Sales, Ltd.

**MacMillan Bloedel Limited** Powell River-Alberni Sales Corp.

**MacMillan Rothesay Limited** MacMillan Bloedel Sales Inc.

## THEY ALL SHAKE WHEN THE CHAINED DUCK QUACKS

The fiercest critic of President Georges Pompidou and France's Fifth Republic is a duck—a crazy little character looking like Donald Duck. He is the symbol on the front-page masthead of the world's most powerful satirical weekly, *Le Canard enchaîné* (the chained duck).

The duck quacks so loudly that men in high places tend to quake on publication day—every Wednesday. It so happens that this is also the day on which the weekly French Cabinet meeting is held. And the suspicious bulge in Ministers' coat pockets when they arrive at the Elysee Palace is usually a copy of the *Canard enchaîné*.

It is probably true to say that no minister would attend a cabinet meeting without having at least glanced at the weekly satirical offering in case he is named and pilloried for an absurd bureaucratic decision.

Premier Jacques Chaban-Delmas opened his 8-page copy one Wednesday to discover photo-copies of his tax returns which appeared to show that he had not paid anything for six years. Although he proved on a nation-wide television hook-up that he had not broken the law, the subsequent scandal drove him out of office.

### Used photo-copies

The duck has in the past 18 months used photo-copies to devilish effect, forcing at least three deputies from their comfortable National Assembly seats in the wake of corruption charges they could not disprove.

The duck will take on the most powerful figures in the establishment. It once brought down the secretary-general of the powerful Gaullist Party.

Recently the Senate published a report pointing out that between 1,000 to 5,000 telephones were being tapped daily in France, and the government of Pierre Messmer had given no satisfactory reasons for this practice.

In fact, the duck threw the first stone at Messmer for permitting this nationwide "bugging," which is carried out in Paris with equipment left behind by the Gestapo—as the duck tartly pointed out.

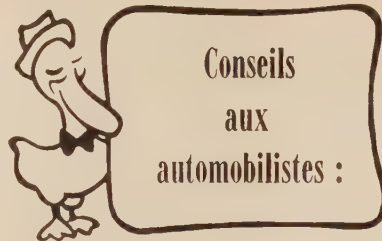
Earlier this year *Canard enchaîné* published photo-copies of confidential documents listing telephone conversations made from 231.0537—its office at 2, rue des Petits-Peres.

This was the beginning of a new press campaign which resulted in the Senate report.

### Reason for scoops

How does the weekly, which only has a small staff, get its scoops? And what is the reason for its apparent immunity from government action, direct or indirect?

First we must look at the paper, which was founded in 1916 and read initially by a few thousand intellectuals. From its first day, it has refused all advertisements



QUACKING AT ANOTHER TARGET—is the duck at the masthead of France's satirical weekly *Le Canard enchaîné* (the chained duck). It quacks loudly at men in high places.

so that it can remain completely independent of all pressures.

It has an ownership status which may be unique in the press world. Its proprietors are eight editors who hold an equal number of shares which are kept in a locked safe. These shares can neither be inherited nor sold. On the death of an editor, a new man is voted in and is the automatic inheritor of the deceased's shares.

Day-to-day affairs are run by a cooperative of 30, representing the complete staff of 45.

### Attractive independence

In a pressure-ridden French press, *Canard enchaîné* shows an independence which attracts readers in growing numbers. The story is told that one editor was once dismissed because he had accepted the Legion d'honneur award and could be suspected of bias in favor of the government of the day.

The threat of libel actions never silences the duck, which possesses a weapon no editor in the world has—its readers or "canetons" (ducklings). They are not ordinary readers. Each caneton is a dedicated person unwilling to let any power harm his weekly. When a costly libel action comes to court, the canetons come forward to pay any damages. This is an important consideration in the duck's constant battles against entrenched authority—whether it be state or private.

Naturally anybody crazy enough to sue the duck can expect a running commentary of satire which will make him a laughing-stock. General de Gaulle, who brought a number of court cases against publications for "mocking or insulting the Presidency," never dared to touch the duck.

In the days of de Gaulle, the *Canard enchaîné* always published a page three commentary in which the General was depicted as Louis XIV, the "Sun King," surrounded by courtiers in 17th century costume. When he resigned, everybody in France wondered how the new President, Georges Pompidou, would be depicted. The duck continued its court satire under the heading "The Regency," underlining the maddening fact to Pompidou that he is not regarded as a king.

But the duck's real strength—apart from the brilliance of its writers like editor Andre Ribaud, Yvan Audouard, Valentine de Coincoin and Charles Bernard—are the canetons.

In 1971 there were a quarter of a million but circulation slowly climbed to 400,000. But in the era of "photo-copy scandals" it has soared to 800,000.

These hundreds of thousands of canetons suffer from what President Pompidou himself once described as "morosity," or frustration.

A caneton working in a humble office job in a Ministry may have access to secret correspondence and may well feel anger over some unfair decision. He will write to the *Canard*, sending photo-copies of the particular letters which prove his point.

Just this week *Le Canard enchaîné* hit upon one of its biggest scoops—by accident. *Canard* cartoonist Andre Escaro stumbled upon a French police bugging of the *Canard*'s new offices.

Escaro was walking by the new and unoccupied offices at 10:15 p.m. Monday December 3 when he spotted lights burning on the fourth floor, uniformed police with walkie-talkies on the sidewalk and flash-lights being used on the third floor.

Escaro entered the building and found three workmen hovering over torn out floorboards, boxes, cables and wires. He asked the workmen what they were doing. They said they were installing "central heating" (the offices' furnace had been installed just three weeks before). When Escaro asked the name of their company, one workman replied, "I really don't know the name of the company."

When Escaro then ran off to alert other *Canard* staffers, he heard a voice on the walkie-talkie shout, "Hello, hello, No. 2, follow that guy who's just left. We're scrambling. Every man for himself."

The buggers had removed the equipment by the time Escaro and colleagues returned, but some of the flooring on the fourth floor was covered with dust and fresh putty barely masked two holes. One hole lead to the chief editor's office.

This week's issue had a field day comparing the bugging and Escaro's discovery of it to Watergate. Headlines proclaimed "Watergate at the *Canard*" and encouraged people to "Read *Le Canard enchaîné*: the Most Listened to Newspaper in France." And an editorial charged that the Interior Minister was stung by Watergate and ordered the bugging "to show that France could do just as well."

The duck has an eye for the telling detail, the ministerial gaffe and the diplomatic blunder. It is an enemy of pomp and grandeur but it does not conduct vendettas.

Its reputation is high throughout the French-speaking world. In October, President Francois Tombalbaye of Chad founded a government-run weekly called *Canard Dechaîne*. It is a copy of the Paris weekly. He did not realize that the strength of the Paris duck lies in the fact that not one cent of government money ever reaches its coffers—except of course for the 1.30 francs paid by each minister anxious for once not to see his name in print.





## **In eighteen years or so, this child may be competing with hundreds of others for the same job.**

By the time this child is grown, our nation's work force should total 106 million persons. A net increase of 27 million jobs by 1990.

How will they be created?

---

*Foreign trade in the 1960's generated from 600,000 to 900,000 new U.S. jobs.*

---

One way is through further expansion abroad. The more a company expands abroad the greater its growth in domestic employment.

In the 1960's, U.S. multinational companies increased domestic employment at a higher rate (31.3%) than the national average (12.3%).

Another way to create more jobs here is to increase exports.

Foreign trade generated from 600,000 to 900,000 new jobs for Americans during the 1960's, when U.S. multinational companies in-

creased exports by 180% while the national average went up 53.5%.

Thousands of patents are held by U.S. multinational companies. Many, as in our case, originated abroad and are used here to develop new business.

Conversely, many are used abroad—with a portion of the profits from new sales remaining there. This helps create new jobs, new purchasing power, new taxes, new technologies and increased exports.

---

*Restrictions on foreign expansion and repeal of tax credits could inhibit future growth of U.S. economy.*

---

Some of the profits, of course, accrue here as an important contribution to the U.S. balance of payments.

Restrictions on foreign expansion, the transfer of technology,

and the repeal of tax credits for payment of foreign income taxes could seriously inhibit multinational companies' contributions to U.S. economic growth.

This could reduce earnings, especially those funds for research and development and domestic expansion—from which spring new products and new jobs. Not to mention increased exports.

So if our nation takes the position that growing companies like ours are today, in effect, exporting jobs—something we would never condone—there may one day be a lot more 18-year-olds than there are jobs for them.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

**ITT**

SERVING PEOPLE AND NATIONS EVERYWHERE

## Teamwork

(Continued from page 15)

tives to become more closely involved with each other, for the common good.

### Thought sharing

Anderson was not suggesting that the circulation executive become an editor, but because he knows, or should know, what will sell, he should share his thoughts with the editor in a constructive manner.

Anderson defined merchandising in the newspaper circulation sense as "the attractive or attention-getting display of portions of the news product to stimulate the potential buyer and reader to act positively toward a newspaper—once and on a continuing basis."

Carrying forward this objective, Anderson said there are six questions to be asked: Does the masthead identify with the whole circulation area; is there enough local news emphasis on page one, above the fold; is color used on page one above the fold, especially when it is possible to do so manning-wise, at no added cost, due to the positioning of color ads on corresponding pages of the same press unit?

Do headlines have news impact; is inside local news sectionalized and displayed to attract maximum readership throughout the circulation area; are special sections and special features adequate; are they giving circulation something to show, talk about and sell?

And, it's a two-way street. Editors should know where circulation is, and the relative importance of one area versus another. Editors should be periodically given figures for each town, an indication of where there are gains and losses, and by how much. Opening of new territories should be coordinated with the news department, which should also know where and when sample copies are going and what other meaningful promotion is accomplishing.

### Higher revenues

Anderson said editors can help get higher revenue return with greater retention, through news help. Circulators should read the newspaper, including the country edition, and compare local coverage to competing newspapers. Editors should be told the results of such research and circulation staffs must know their product.

Turning to the advertising side, Anderson said circulation managers must quit fighting preprints, and instead, spend time figuring out the best ways to handle them. The ability should be developed for the newspaper to zone preprint distribution, which will help sell more.

The sure answer to successful preprints is the development of the ability for 100 percent insertion in the mailroom, whether by manual or mechanical means, or a combination of both.

Circulation managers should take the initiative in suggesting Audit Bureau of Circulation zone changes. While zone



SOUTH DAKOTA newsmen, Jerry J. Shoener, left, accepts the Frank Thayer award for outstanding service in the daily newspaper circulation field from Dr. Harold L. Nelson, director of the University of Wisconsin School Of Journalism and Mass Communication. The award was given through the university by the Wisconsin Newspaper Circulation Managers Association on November 8, during the UW's annual circulation seminar. Shoener is circulation director of the Rapid City (S.D.) Journal.

structure is an advertising prerogative, no one knows the circulation area better than the circulation manager.

Provide helpful statistical information and comparisons on your circulation and that of your competitors from an interpretation of ABC reports.

Classified phone and counter clerks should ask everyone they talk to if they are home delivered subscribers. If not, an order should be requested.

### Newsroom operation tough

William Robbins, managing editor of the *Wisconsin State Journal* (Madison) said newspapers are facing tough going in the newsroom. Many readers complain about reduction in comics size from four to three columns, dropped features, smaller (agate) type in various sports records and information, obituary, birth and death notices.

He said the reduced newshole has meant tighter editing of the news content of the paper, which he could see nothing wrong with. He thought in-depth stories have been running too long and that the story can be told effectively in-depth with tighter editing.

The *Wisconsin State Journal* enforces an order that a reporter cannot write more than one page (copy page) of copy without permission of the editor in charge. More stories can get into the paper this way. Story counts for every day, including Sunday, were taken every two weeks, the result being that the count equalled that of the previous year despite the smaller newshole.

"We've been trying for this for years, and when it became a must newsroom people really got excited about the advantages. The result is that there won't be changes in tight editing even when the newshole is increased," according to Robbins.

Continued attempts to keep the product bright should not mean smaller headlines or pictures. There is a need for good cover (sections) pages and ads should be kept off these. If a picture warrants five-columns play, leave it that way, generally eliminating the usual two-column picture that goes with it. Long jumps should be killed since there is a question whether they are necessary or worthwhile.

W. H. Scrivner, Wisconsin State Journal advertising manager, said the morning paper didn't publish on the Labor Day holiday this year and it was no loss except in classified advertising. The Journal will not be printing on holidays in the near future.

Richard Gottlieb, new general manager of the Journal, said these moves were planned "a long time ago" but the newsprint shortage served as a catalyst for the move: no promotion ads; minimum news hole; no fillers; agate type in many cases; reduction of tv listings; coordinating advertising pages, with many pages having one-quarter page ads on an area basis, elimination of holiday editions.

Gottlieb warned that newspapers will have to watch their newshole restrictions in relation to advertising content in order to fulfill second class mailing permit regulations.

Gottlieb said it is amazing what can be accomplished by shrinking the newshole and he noted "we're still giving the reader value for his buck."

Dropping of newspaper deliveries in the fringe areas and improvement of delivery and content closer to home was discussed, with some saying that care should be exercised not to lose subscribers forever.

In a keynote talk, Jack Caldwell, president of Evansville Printing Corp., which publishes the *Evansville (Ind.) Press, Courier* and a Sunday, alluded to the circulation-editorial melding as being an extension of what editorial and production discovered.

### Operations entwined

To a large degree, Caldwell said, those newspapers which have undergone technological changes (as has Evansville) have belatedly learned that the business office and the editorial office have become entwined with the production operation, and in each other's work, making it difficult to distinguish one responsibility from the other.

Caldwell said the increased sophistication of the newspaper industry has developed a new look as well as a new meaning to the urgency of internal communications requirements, and brought to all departments a renewed consciousness for coordinated cooperation.

It doesn't mean that the business office in any manner influences either the gathering or the writing of news, nor does it imply that a printer or pressman has suddenly emerged as a decision maker in news or business operations, Caldwell said.

"If we can develop a credibility and an atmosphere of trust inside our operations, we can challenge our employees to be a part of the new developments and help us with them," he said.



# Wall St. impressions

(Continued from page 9)

essed. Today is 10 years ahead of Gainesville. These are the small papers we saw. Then you walk into the Miami Herald. It's a larger paper and it really rikes you and drives home everything about automation. The whole process of it lead in the nation is changing. You have to come to the conclusion that this is an industry that is rapidly changing. The whole nature of newspapers is changing—much better for everyone. For the reader: it's going to get news much faster. For the stockholder: newspapers are being run efficiently. Labor gets a better break. Most lead rooms are not the most enjoyable places to work. They've been hot and dirty. That's changing now with cold air.

Edward Atorino, an analyst for Smith Barney & Co. Inc., is "more bullish" on newspaper stocks as a result of his tour of the newspapers and personal interviews with company executives. "I was very much impressed with the New York Times operation in Florida. I thought it could be the low point of the tours. It turned out to be the high point. Knight, of course, always does a good job. I was surprised to see automation at the New York Times in Florida and how this technique can bring about savings." Automation, he stressed, weakens the power of unions. "They can't shut a plant down completely. We learned from the Knight people that the financial burdens on unions are increasing. It used to be that one out of 10 printers was on an ITU pension at any given time. Now it's 1 out of 3."

## Recalls large room

Here's how Mrs. Sandra Swift, an investment adviser for Prudential Insurance Co. of America in Newark, N.J., recalls her impressions: "At the Herald in Miami I'm visualizing this big room with women taking ads over the phone. From 20 to 150 women. They were overwhelmingly female in that room and young—remarriage, out of high school, in their early 20s and dressed informally. I'd say it was nearly 100 percent women." She adds, "I asked at all three papers whether the new technology was causing layoffs. The answer was no. It was very surprising. One fellow said 'We'll have fewer reduction people but more sales people.'"

## Tour list detailed

Those on the tour included George H. Boyd 3rd, of the Bank of New York; Harvey Sandler, Goldman, Sachs & Co.; Robert Ravitz, David J. Green & Co.; Theodore Fitisilis, Alliance Capital Management Corp.; Miss Louella Moreno, with her investment counselling division of Schroders Inc. bank; Mrs. Joan E. Lappin, Dreyfus Corp.; Ernest Levenstein, Moore, Schley, Cameron & Co.; Glen Greenberg, Morgan Guaranty Trust Co.; Charles Rolo, Halle & Steiglitz Filor Bullard; Mrs. Ellen Berland Sachar, Mitchell Hutchins; Mrs. Linda Strumpf, Equitable

Life Insurance Co.; Nancy B. Tooke, Baker, Weeks & Co. Inc.; John Gibbons, Hansen, Gibbons and Co.; Mrs. Elizabeth Dater, an investment counsellor with Fiduciary Trust; and Barbara Morrow, a research analyst for College Retirement Equity Fund.

Boyd, acting chairman of the group in absence of Edward Bloom (who is recuperating from a leg injury), said "We all were impressed with the degree of technological changes that have been occurring in the actual production processes of newspapers."

Other summary observations include: Mrs. Sachar: "I've been to the Herald before. The classified ad department is a radical—no I shouldn't use that word—change. It's quite a change."

Ms. Morrow, an analyst for a \$2.5 billion pension fund for colleges and educators, "I was very impressed with the management people. The use of automation to that degree surprised me. Another thing that surprised me is how much the lives of the workers are transformed working with the automated equipment. It's as though they have moved into the space age and they love it. In some fields automation causes employee problems. I think in this field it's different. What was surprising was how much better jobs were and how enthusiastic the people were—like going from janitor to engineer. I was also struck with the idea of starting a small local paper and selling out to a big chain."

## Her impression reinforced

Miss Moreno: "I only toured the Gannett and Knight papers. Most of my impressions were reinforced, particularly for Knight." (In October the Schroder Naess & Thomas division noted: "The trend towards concentration is likely to persist as chains pursue acquisitions and other publishers, particularly in geographically dispersed and diverse markets, continue to consolidate.")

Sandler, who has 8 years analyst experience, said "The classified ad department at the Herald in Miami was impressive. I'm not bullish on the business environment, but newspaper stocks today are pretty cheap in general."

Mlynarczyk, who has been a banker five years, said "The present is bright for newspaper stocks. The future is even brighter. The further off you look the more attractive it is."

Ravitz, whose firm is in the heart of Wall Street, said "I only toured the Gainesville plant this time. The speed of the newspaper production process is most impressive. There's a limited number of people involved. There's just not that many people around. The facility in which the people use these machines is very impressive. And they are all very young people. The majority at Gainesville seem to be in their 20s. Newspapers are basically a production operation. The press itself is loud and noisy but every other aspect of a newspaper today is very clean, well-lighted and quiet. At these prices today for newspaper stocks you have to be bullish for the long pull. Of course you have to make distinctions between companies."

Atorino: "I've learned from my tour of the Times paper in Florida that it's not just a newspaper. It also works toward market development. The paper gets involved in the community. The whole does equal more than the sum of its parts. As part of a big chain a local paper can do more. The Knight people told us the position of unions has been weakened with automation."

Levenstein, a vicepresident in a company which does investment research for large institutional groups, summarizes his impressions: "I've taken a lot of field trips to companies. But this one was the most exhausting and the best trip I've ever taken. I'm bullish on newspaper stocks right now. The whole atmosphere of walking through the facilities in Florida was one of enlightenment. The facilities were modern. Some expansion was taking place. The equipment looked advanced and efficient. One felt one was dealing with a business in the 20th century."

## Directory issued on automation users

Video Display Terminal users and applications comprise a new section in the 1973 edition of "Data Processing Equipment and Applications," published by the Institute of Newspaper Controllers and Finance Officers. It itemizes such uses as accounting functions, credit checking, news and advertising copy, corrections, proofing, classified ad entry, insurance, circulation updating, programming and typesetting.

A similar breakdown on Optical Character Recognition units identifies 50 users and tells whether they employ them for Editorial, Classified, other advertising, typesetting, circulation or library index.

## Users are listed

As in previous years, the survey report contains an alphabetical listing by city, state or province, and another by equipment manufacturer, broken down according to make and model of equipment. Users of service bureaus are also identified in the alphabetical listing by newspapers.

The guide is produced annually by the INCFO Data Processing Committee, which was headed for 1972-73 by Joseph H. Bright, data processing director, Bristol Printing Company, Levittown, Pa. According to his foreword, the survey also attempted to find whether members prefer leased or purchased equipment, with reasons for the choice.

"Results were almost 50-50," the chairman revealed, "with a slight edge to purchased equipment. The primary reasons for buying are (1) that it is economically more beneficial, and (2) some equipment is not available under leasing arrangements. The overwhelming reasons given for leasing equipment are flexibility and fear of obsolescence."

Institute members received the report without charge. Others can order it from INCFO headquarters, P.O. Box 68, Fair Haven, N. J. 07701, priced at \$5 a copy.

## The way the wedding was— if you believe the editor

A whimsical sally into the question of equal attention to the bridegroom in wedding news was fashioned by the editor of the *Gloversville* (N.Y.) *Leader-Herald* for the issue of November 2, page 3. It was easy since the editor wrote the story from the viewpoint of the bridegroom for the event—himself.

The lead set the scene: "After a whirlwind courtship of 20 some years, most of them odd, Mrs. Helen M. Andrzejewski, a blonde bombshell divorcee, became the bride last night of William H. Evans, an office-worn brunet-tinted widower."

The story revealed that "sentence was pronounced by Supreme Court Justice Arthur C. Aulisi at the home of the bridegroom, 92 East State Street, in the high mortgage district . . ."

"The bridegroom was attired in a green houndstooth check double knit sports jacket, double knit green pants and tie and socks to match. He wore black shoes and exhibited a well-worn wallet (a 1969 pre-Christmas salesman's display sample styled by St. Thomas) containing two photographs of George Washington. The green color matched everything else.

"The bride wore a dress."

After the story stated the bridegroom "is employed as a handyman by the William B. Collins Company, printers and publishers, in Gloversville" a city editor's insert suggested: "Don't let him fool you. He's my boss, the *Leader-Herald* editor."

The final paragraph detailed the departure of the newly weds for "an indefinite (until the money runs out) stay in Southern Florida."

## Donrey Media to manage Vallejo Times-Herald

The Donrey Media Group, Fort Smith, Arkansas, will assume management of the *Vallejo* (Calif.) *Times-Herald* as part of an agreement with publisher Luther E. Gibson and owner of Gibson Publications.

There was no acquisition of the newspaper by Donrey Media at this time, a spo-

kesman for the Fort Smith, Arkansas group told EDITOR & PUBLISHER.

Gibson Publications also publishes the *Vallejo News-Chronicle* and the *Global Ranger*.

The Donrey Media Group owns 46 newspapers, radio and television stations and outdoor advertising companies.

Senator Gibson will remain as publisher and will direct the editorial policies and format of the *Times-Herald* and the *News Chronicle*.

## Charges are dropped against UPI reporter involved in cop tussle

On the rainy night of October 12, United Press International reporter Doug Stanglin, covering an annual celebration going on in the streets, took refuge under the protective awning of the Adolphus Hotel in the Center of downtown Dallas.

A police officer approached Stanglin and told him to move on. As the reporter talked to the officer and identified himself as a newsman, another policeman came from behind Stanglin, wrestled him to the sidewalk, grabbed him by his hair, jerked his arms behind his back and handcuffed him.

Stanglin was taken to the city jail and held in a cell for 56 minutes until he posted bail. He was formally charged with refusing to obey the orders of a policeman and brought to trial.

Municipal court judge George Orndoff ordered a directed verdict of acquittal of the charges November 1.

"The court finds that the defendant was engaged in conversation with another officer at the time," the judge said. "That seems lawful and seems to have been a legitimate purpose. Therefore, I find the defendant not guilty."

Stanglin, who was covering the annual street celebration that precedes the Oklahoma-Texas football game at the time of his arrest, has filed a complaint about the officer's tactics, and UPI Southwest Division manager Robert E. Crennen said further suits may be filed.

"We may take civil action against the officer involved and the Dallas police force," Crennen said. "Our decision will depend on what tangible effort Chief Donald Byrd (who assumed the job less than two weeks ago) takes in cooperating with the Dallas news media to prevent future episodes of this nature.

"Now that Chief Byrd is fashioning a new police administration, more cooperation between police and newsmen on assignment should be a top priority."

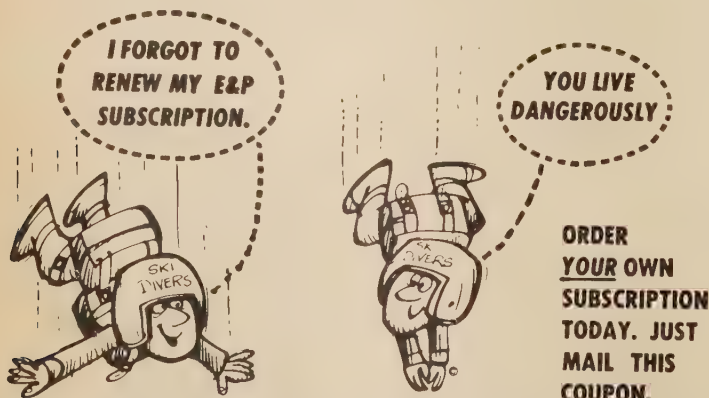
## Retired N.Y. Timesmen form consulting firm

Nathan W. Goldstein and Irvin S. Taubkin, senior executives long associated with the *New York Times*, have formed a partnership as consultants in public relations and communications.

The new firm will be known as Goldstein & Taubkin, with offices in Stamford, Conn. and Sarasota, Fla., and will be affiliated with Weintraub & FitzSimons, Inc., 488 Madison Avenue, New York, N.Y.

Goldstein retired recently from the *Times* as special assistant to the publisher after almost 50 years with the newspaper. Taubkin, retired after more than 35 years with the *Times*, had been both promotion and public relations director.

Goldstein will operate from 162 Lynam Road, Stamford, Conn. and Taubkin's headquarters will be 4440 Exeter Drive, Sarasota, Florida.



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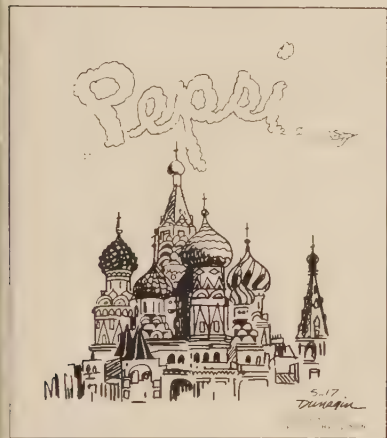
# Dunagin

(Continued from page 46)

former Miss Mildred Britton, was expecting the first of two children. So he left college and started looking for a job.

"That was my biggest obstacle—getting started. I went to a lot of places before I got my first job here in Orlando. But this is what everybody in art faces. I even interviewed in Salt Lake City, but I would have frozen to death out there.

"I had an uncle who was an officer in the Air Force down here and he thought I was great. So I came down and went to see the people at Florida Engraving which is a subsidiary of the Sentinel Star Company. They took me to the art department and they put me to work right away," Dunagin remembers.



That was in 1961 and he has been there ever since. In that time, the department has grown from three to seven artists.

"I had thought about going into advertising because of my commercial art background and I was used to more realistic art. I kinda fell into this cartooning thing by accident, but I don't know why I didn't want to be one in the first place.

"I've always had a sense of humor and cartooning is a natural for someone who can draw a little bit and has a sense of humor," Dunagin says.

The head of the art department was Lynn Brudon and he started teaching Dunagin about cartooning. "I started doing a regular cartoon for the evening paper, and this gave me a chance to develop a style.

"At first, I tried to draw like Lynn because he was such a funny guy and I thought so much of him. Then later on, I tried to develop my own style.

"It would be easy to credit him as the person who has contributed more than any one person to my success. He planted the seed," Dunagin says.

But Brudon retired to Greenville, S.C., five years ago, and Dunagin took over as chief cartoonist and manager of the editorial art department.

The highlight of his career came in 1969 when he received word he was going to be syndicated with Publisher's Hall. "It was a big thrill," Dunagin says.

His cartoons are carried in 100 papers including his hometown paper, the *Hattiesburg American*, and the *McComb Enterprise-Journal* where his older brother, Charles, happens to be managing editor.

Otherwise, Dunagin's life has been almost routine. He still likes sports and his hobbies include hunting and fishing. When he gets a chance, he enjoys a little painting.

The only organization he belongs to is the Association of American Editorial Cartoonists. "And I don't plan to join any others."

He and his family have recently moved to a small farm about 10 miles northwest of Orlando. This has changed his lifestyle back to what it used to be when he was growing up. He believes this has effected his work for the better.

Dunagin's only goals are to develop a regular comic strip and to improve his panel cartoon. "I'm not really satisfied with what I'm doing. I want to make it better—improve the quality."

## Justice Dept. to play a role in FOI areas

Acting Attorney General Robert H. Bork told an interagency symposium on the Freedom of Information Act the Department of Justice will "launch a comprehensive one-year study of the administration of the Act, including its administration by agencies outside the Executive Branch, in order to find and assist in remedying deficiencies."

Bork was a principal speaker at the symposium, sponsored by the Justice Department's Office of Legal Counsel. The chief purpose of the meeting was to discuss problems and proposed improvements in the Freedom of Information Act. The meeting was attended by executive branch personnel from all agencies involved in administering the Act.

Speakers included, besides Bork, Rep. William S. Moorhead, chairman of the Subcommittee on Foreign Operations and Government Information, and several lawyers and newsmen.

"The core value of the First Amendment to the Constitution is the right of citizens and the press to continuously evaluate their government," Bork said. "That right is meaningful only if they know what their government does and why. The Freedom of Information Act aids in making discussion that is free also that is informed. Its basic thrust is disclosure.

"Only when another crucial value intervenes—such as the right of the individual to some degree of privacy—does the Act permit non-disclosure."

The Justice Department, Bork said, is "expected to play a role of advisory leadership" in the freedom of information field and he reaffirmed the Department's commitment to the better administration of the Act. He pointed out that the Department will not represent other agencies in freedom of information litigation unless it is consulted before a request for information is denied.

## Oklahoma daily sold to Donrey Media group

Donrey Media Group, Ft. Smith, Arkansas, has acquired the *Henryetta* (Okla.) *Daily Freeland* from J. Leland Gourley. The purchase price was not disclosed. Dale Mayhar, advertising manager, *Okmulgee* (Okla.) *Daily Times*, was promoted to general manager of the *Freeland*. Gourley, according to the announcement, will devote his time to his consultant and management service in Oklahoma City. The newspaper is the 48th in the Donrey group, which also owns broadcast and outdoor ad companies in ten states.

## Program for Great Lakes conference is complete

What's new in the production of newspapers? Maybe the answer to that is—not much, but the Great Lakes Newspaper Production Conference at Toronto, Ontario January 19-22 bids to provide the vehicle for explaining the newest fashioning forms available.

Theme of the conference is "where do we go from here" and that promises to be a discussion that will give production managers an extensive look into the future of composing, press, mailroom, etc. facilities, with the emphasis on efficiently patterned speed and ease in handling.

Peter P. Romano, director of production, ANPA Research Institute, will be on a composing room panel with Mack Hall, production manager, Rockford Newspapers, Inc., and experts on new composing room equipment.

An offset and non-metropolitan session will open the conference with one of the features a talk by Bruce Sagan, Economist Newspapers, Chicago, on how to produce 1112 to 114 newspapers a week.

Care of metal and choosing of plates, folder enclosures and ink suppression from the subjects for a press and stereotype session with Tom Bruno, technical director, Wood-Hoe Corp. and Fred Paul, assistant production manager, *Chicago Tribune* as featured guests.

Scanners and terminals will be discussed on Monday in an editorial and advertising session led by Donald Nicol, assistant managing editor, *Toronto Globe & Mail*, and Edward Dooley, advertising manager of the *South Bend* (Ind.) *Tribune*.

The new Sterling Heights plant of the *Detroit News* and new things being done in the mailroom of the *Toledo* (O.) *Blade* are on Tuesday's program with Arthur Vahlbusch, News superintendent; Newell Kest, circulation director, and Byron Morris, mailroom foreman of the *Blade* explaining what going on.

Copley Newspapers' work with plastic plates and talks on color separation and new cameras are another Tuesday session for engravers and platemakers.

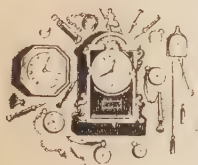
Jack Sutton, *Toronto Globe & Mail* is program chairman and Arthur Whittaker, *Niagara Falls* (Ont.) *Review* is president of the conference.

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Quick, ATF, Varitypers, etc. National  
Publishers' Supply Corp., Berlin, Wis.  
54923 or 18 W. 22nd, NYC 10010.

### MAILROOM

## —SPECIAL—

### TRADE-IN INVENTORY SALE

2 DIDDE-GLASER D-G 320

Inserting Machines in excellent  
condition are available immediately in

BARGAIN CLEARANCE

MULLER-MARTINI

40 RABRO DRIVE,  
HAUPPAUGE, NEW YORK 11787  
(516) 582-4343

## MACHINERY & SUPPLIES

### COMPOSING ROOM

INTERTYPE MODEL G-44 mixer, with  
17 fonts of mats and 19 magazines.  
Mohr saw, Star quadder, electric pot  
and electric magazine changer. Excel-  
lent condition, maintained by our own  
machinist. Any reasonable offer. Nord-  
mann Printing, 4210 Chippewa, St.  
Louis, Mo. 63116.

### ALL MODELS

Linotypes—Intertypes—Ludlows  
PRINTCRAFT REPRESENTATIVES  
136 Church St., N.Y.C. (212) 964-1370.

JUSTOWRITERS, USED, 2 output, 8  
input with tables, ribbons and tape.  
1 Robertson 15 x 18 vertical camera;  
\$700 for all. Anne Arundel Publishing  
Corp., P.O. Box 282, Glen Burnie, Md.  
21061. (301) 766-7900.

### ENGRAVING

### AVAILABLE IMMEDIATELY

### LETTERFLEX I Platemaking System

All the latest refinements—Excel-  
lent condition. We are tearing  
down the building and must sell  
this fine piece of equipment.

Contact: Joseph A. Bradley  
York Daily Record  
1750 Industrial Highway  
York, Pa., 17402  
Or Call (717) 757-4842

FOR SALE—Practically new Dyna-Flex  
processing equipment consisting of  
1 each Brown Ultra-Lite 5000 Ex-  
posure Light.  
1 each Model 1523-9 Processor com-  
plete with the Dyna-Flex dispenser  
and Infra-red plate dryer.

Both pieces of equipment are nearly  
new, less than 500 plates were pro-  
cessed with this equipment.  
Will sacrifice, no reasonable offer will  
be turned down.

For more information please contact  
Raymond L. Tygett, c/o Rock Island  
Argus, Rock Island, Illinois 61201.  
Phone (309) 786-6441.

### MAILROOM

CUTLER-HAMMER Counter Stacker.  
Model 1, reconditioned and guaranteed,  
convertible to programmable stacker.  
Write or call:

Inland Newspaper Machinery Corp.,  
1720 Cherry St., Kansas City, Mo. 64108  
(816) 221-9060

SIGNODE automatic narostap bundling  
machine; Model MN44ANB; Serial No.  
J-64. New in 1969. Excellent condition.  
Sacrifice price. Call Mr. Nettles (205)  
353-4612 or write Decatur Daily, P.O.  
Box 1527, Decatur, Ala. 35601.

## MACHINERY & SUPPLIES

### MAILROOM

SHERIDAN 24-P INSERTER, 5 sta-  
tions, runs like a top. Reasonable.  
Paddock Publications, Inc., Arlington  
Heights, Illinois 60006.

### MAILROOM EQUIPMENT AVAILABLE

Eight reversible disc conveyors, Jampol  
make. These are used for right-angle  
turns. 1/2 hp GE gearmotor drives, 220v  
3ph 60 cy.

Four straight pieces (with hinged  
section) reversible disc conveyors,  
Jampol make. 1/2 hp GE gearmotor  
drives, 220v 3 ph 60 cy. Lengths are  
11'11"–7'5"–10'5"–11'9". When used  
with the curved pieces above, news-  
paper stacks can make a full 180 de-  
gree turn.

Eight Roller Top Table Conveyors, re-  
versible, Jampol make with 2" rollers  
and aprons. GE 1 1/2hp drives, 220v  
3ph 60 cy. Various lengths.

Fourteen extendable gravity roller truck  
loaders, Jampol make, eight foot when  
fully extended.

Six 30" belt conveyors, 30" high,  
Jampol make. GE drives, 220v 3ph 60  
cy. Various lengths. 25'–27'9"–21'9"–  
30'2"–25'3"–16'8".

Three 30" belt conveyors, reversible,  
Jampol make, 220v drives. 23'–28'–  
11' lengths.

Varying lengths of 24" belt conveyor,  
Jampol make, GE drives, 220v 3ph 60  
cy. 5'8"–9'11"–9'10"–6'–10'–  
5'11"–8'–11'7"–6'–9'10".

Eight Cutler-Hammer heavy duty  
delivery tables.  
Eight Milwaukee Journal Pushers.  
Eight Jampol bottom wrap machines,  
with pacers.

This equipment will be removed be-  
ginning January 1974 continuing until  
July of 1974. Available in Pittsburgh  
where is as is. Priced to move as it is  
all being replaced and have no storage  
space.

Get in touch with Nat Gilchrist, Pro-  
duction Office, Pittsburgh Press Com-  
pany, 34 Allies Boulevard, Pittsburgh,  
Pa. 15230. Phone (412) 263-1693.

### MATERIAL FOR SALE

SAVE MONEY on cold type paper and  
litho films. National Publishers' Sup-  
ply (NAPSCO), Berlin, Wis. 54924,  
phone (414) 361-0660, or 18 W. 22nd,  
NYC, 10010, phone (212) 691-9850.

### NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp  
& Paper Corp., 1894 Westwood Blvd.,  
Los Angeles, Cal. 90025. (213) 474-6525.

### Special price thru '74

### NEWSPRINT

66", 64", 62", 60" rolls.

Also special price on  
10", 11" and 12" rolls.

Box 1955,  
Editor & Publisher

### PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our  
same prices—lowest in U.S.A. All  
colors. Top quality.

Call or write:  
PORTAGE (216) 929-4455  
Box 5500, Akron, Ohio 44313

### PRESSES & MACHINERY

LIKE NEW 30 FT. Cutler Hammer  
Channel-flex conveyor including press  
connection, vertical rise and drop, de-  
livery table, controls. Paddock Pub-  
lications, Arlington Heights, Ill. 60006.

COLOR KING, 2 units, 2 roll stands,  
quarter folder, counterstacker, electric  
roll hoist, ink agitators, can see  
running, new 1964. E. H. Richey Co.,  
1417 Georgia St., Los Angeles, Calif.  
90015. (213) 748-5954.

## MACHINERY & SUPPLIES

### PRESSES & MACHINERY

GOSS URBANITE, 5 units, excellent condition.  
GOSS 4 unit Suburban.  
GOSS SUBURBAN 6 unit, new 1967.  
GOSS COMMUNITY, 6 unit, new 1967.  
GOSS UNIVERSAL FOLDER.  
COTTRELL 4 or 5 unit V-15, excellent condition.  
COTTRELL VANGUARD, 22½ x 31.2 unit.  
COTTRELL 5 unit Y-15A, new 1969.  
FAIRCHILD NEWSKING, 2 unit and folder.  
NEWSKING, 4 unit, 1968.  
HOE ALLER units.

### IPEC, Inc.

401 N. Leavitt Street,  
Chicago, Illinois 60612  
Phone: (312) 738-1200

MERGENTHALER PACER, 4 units, 5 years old, priced reasonably. Box 1215, Editor & Publisher.

### STEREOTYPE

SPECIAL LUDLOW MATS custom engraved. Fast delivery. Jack Moore, 3444 Country Club, Medina, Ohio 44256.

### WANTED TO BUY

USED 19" to 36" paper cutter, power clamp and blade. Don Moore, The Islander, Box 757, Anna Maria, Fla. 33501. (813) 778-2021.

### MODEL G4-4 INTERTYPE

Must be above 30,000 serial number and fully equipped.

### INLAND NEWSPAPER MACHINERY CORPORATION

1720 Cherry St., Kansas City, Mo. 64108  
(816) 221-9060

USED GOSS TUBE ROLLERS or shafts in good condition. Contact the PAWTUCKET VALLEY DAILY TIMES, P.O. Box 350, West Warwick, R.I. 02893 or call (401) 821-7400.

## NEWSPAPER SERVICES

### MANAGEMENT CONSULTANTS

### THE MEDIA MIDDLE MAN

EXECUTIVE RECRUITING and  
EXECUTIVE PLACEMENT  
Specializing in newspapers for all  
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GOURLEY ASSOCIATES  
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Newspaper Press Installations  
MOVING-REPAIRING-TRUCKING  
Expert Service-World Wide  
SKIDMORE AND MASON, INC.  
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(201) 659-6888

## Help Wanted...

### ACADEMIC

FOR ACADEMIC YEAR 1974/75, teaching assistantships available in graduate program in journalism offering MA in journalism, PhD in mass media. Applicants with news experience in newspapers or broadcasting especially desired. Minorities urged to apply. Write Chairman, Graduate Affairs Committee, School of Journalism, Michigan State University, East Lansing, Michigan 48823.

## HELP WANTED

### ACADEMIC

ANGELO STATE UNIVERSITY seeks PhD with media experience to head growing journalism department currently limited to strong news-editorial sequence. Experience in advertising or in broadcasting desirable but not essential. Fall 1974. Equal Opportunity Employer. Write: Department of Journalism, Angelo State University, San Angelo, Texas 76901.

TWO FACULTY MEMBERS with PhD and professional experience needed by next fall for the new and rapidly expanding journalism program at the State of Arkansas at Little Rock. Rank and salary are negotiable and competitive. News-editorial, magazine and photographic areas. Department has good relations with professional journalists: Little Rock is the state's capital and mass media center. Contact Dr. Cliff Layhorne, Department of Journalism, UALR, Little Rock, Arkansas 72204. Equal Opportunity Employer.

COLUMBIA UNIVERSITY Graduate School of Journalism is seeking a full-time instructor (1 day a week) to assist in production of laboratory newspaper. Background in assignments, editing, layout most helpful. Equal Opportunity Employer. Send history to Dean Norman E. Isaacs, 709 Journalism, Columbia University, New York, N.Y. 10027.

### ADMINISTRATIVE

HERE IS YOUR CHANCE to be one of the youngest General Managers in the country. Midwest daily with 7,500 circulation wants energetic sales type with less than 5 years newspaper experience to take over as General Manager. No previous management experience necessary. Degree a must—Masters helpful. \$18,000 plus bonus. Resume to Box 1905, Editor & Publisher.

GENERAL MANAGER for rapidly growing newspaper in explosive growth market. Excellent opportunities. Ideal candidate would be profit-oriented with editorial and sales strengths and ability to produce and sell a top product while maintaining effective financial control. Competitive salary and appealing incentives. Box 1917, Editor & Publisher.

WANTED: NEWSPAPER ACCOUNT-MAN'T. Experienced. Good record. Great opportunity with growing group of newspapers. Full resume, references. Apply Box 1910, Editor & Publisher.

RETIRED EXECUTIVE for part-time services. If you miss newspaper work, we have relaxed pace (under 30,000 circulation), mild climate, excellent hunting and fishing. Salary and/or expenses in four figures annually. Northern Zone 9, west of mountains. Please write Box 1940, Editor & Publisher.

### GENERAL MANAGER

General Manager wanted by modern, forward looking Ohio newspaper, under 50,000 Circulation. General knowledge of all departments helpful; Good general education and supervisory experience in a newspaper essential. Write Box 1883, Editor & Publisher. Give details of education, experience and reference.

WANTED: CONTROLLER. Experienced. You may be an assistant with "know-how" and desire to advance. Give full resume, references. Good opportunity as controller of group of more than 10 newspapers. Apply Box 1904, Editor & Publisher.

EMPLOYMENT MANAGER for progressive major daily in Florida. Excellent opportunity for someone well versed in recruiting, advertising, interviewing and selecting at all occupational levels of production, circulation, business and news, plus familiar with employment laws, testing and EEOC and salary reports. Will report to Personnel Manager and be responsible for a variety of personnel related activities. Salary in the \$12-13,000 range with a full complement of benefits including profit sharing. Write, describing yourself and experience to Box 1919, Editor & Publisher.

## HELP WANTED

### ADMINISTRATIVE

## MANAGEMENT PERSONNEL

DIRECTOR OF SYSTEMS \$25-50,000  
For large metropolitan daily. Responsible for implementation of EDP systems, commercial and production. Report to Business Manager.

SYSTEMS ANALYST \$14-18,000  
For corporate headquarters systems group. Work in all areas, commercial and phototypesetting, developing software.

COMPOSING ROOM FOREMAN \$15-18,000  
For 60K daily. Supervise fifty in this union shop. Must have experience in cold type-Compographic and DEC equipment.

PRESSROOM SUPERINTENDENT \$17-21,000  
For 100K plus daily. Report to Production Manager of this letterpress operation. Should have union experience.

PRODUCTION MANAGER \$18-20,000  
For 60K daily, should have cold type experience and union background. Report to publisher and supervise eighty people.

GENERAL MANAGER \$25-35,000  
For Mid-Western daily, 30K circulation. Should have strong background in sales and advertising.

BUSINESS MANAGER \$25-30,000  
For 100K daily. Degree preferred with good background in production plus all other operational departments.

ASSISTANT PUBLISHER \$12-15,000  
For 10K Mid-Western daily. Serve as assistant to the publisher with good growth potential into publishers position due to retirement.

ADVERTISING MANAGER \$15-20,000  
Prefer candidate with strong background in retail advertising. Report to general manager of this medium size daily.

PROMOTION MANAGER \$15-18,000  
Report to general manager of this West Coast daily. Responsible for all advertising and sales promotion material.

CIRCULATION MANAGER \$20-25,000  
For 100K combined daily. Report to General Manager and should have management background in both adult and boy operations.

CIRCULATION MANAGER \$12-15,000  
For 20K daily located in Southwest. Need strong administrator for this carrier boy operation.

CIRCULATION MANAGER \$13-16,000  
For 30K daily located in Midwest. Non-union carrier boy operation.

PRESSROOM FOREMAN \$14-17,000  
For 70K daily located on West Coast. Must have offset experience.

MANAGEMENT TRAINEE \$10-12,000  
For large metro daily located on East Coast. Opportunity for recent college grad to enter training program and be involved in all areas of newspaper business.

All Positions Fee Paid

Patrick J. Quinn, Jr.

GORDON WAHLS CO.

Executive Search Consultants

33 West Second Street  
Media, Pennsylvania 19063  
(215) 563-0800

## HELP WANTED

### CIRCULATION

MANAGER for bike route carriers team. Solicitation for new weekly, also for established 13M free newspaper, wrap and delivery. Send resume and earning requirement to Courier, P.O. Box 1486, Jupiter, Florida 33458.

DISTRICT MANAGER or Supervisor with experience in working with both boys and adults to be Country Circulation Manager of evening and Sunday in Zone 4. Good starting salary bonus, car allowance or car furnished. Send resume and references. Box 1899, Editor and Publisher.

LOOKING FOR AN ASSISTANT, 25,000 circulation. Send resume and wage desired to Don Burnham, Circulation Director, Advocate, Newark, Ohio 43055.

CIRCULATION MANAGER for offset daily in suburban Zone 3. Aggressive manager experienced in promotion and distribution for small or medium size daily required to tap tremendous growth market. Part of growing newspaper group. Send resume and references to Box 1946, Editor & Publisher.

WE ARE LOOKING for a proven circulation experienced in all phases of circulation operations, 35,000 evening and Sunday in a competitive area. Attractive wage and benefits. Send resume, salary requirements, etc. to Edward H. Murphy, The Chronicle-Telegram, 225 East Ave., Elyria, Ohio 44035.

### CLASSIFIED ADVERTISING

CHICAGO SUBURBAN CHAIN needs classified ad manager and display sales person, with experience; self starters! THE TIMES, 8694 W. 17th St. Lyons, Ill. 60534.

### CLASSIFIED AD MANAGER

with outside street sales experience—plus a background in phone sales training. Ours is a dominant group of suburban weekly newspapers offering an exceptional opportunity for professional and personal growth. Salary and bonus. And—we believe you will like our benefit package. Send your resume to the Personnel Director for prompt action. Pioneer Press (Sub of Time, Inc.), 1232 Central Ave., Wilmette, Illinois 60091.

CLASSIFIED ADVERTISING MANAGER strong in sales, able to set goals and priorities, then follow through. Aggressiveness and results will be rewarded substantially. Send resume to Box 1937, Editor & Publisher.

### DATA PROCESSING

## GRAPHICS SYSTEMS ANALYST

Consulting office specializing in newspaper production and commercial systems seeks an individual with the following qualifications or the equivalent:

- 1 to 2 years experience in computerized newspaper composition programming and/or analysis.
- Experience in programming or analysis of standard commercial computer applications (e.g. accounts receivable).
- Knowledge of assembly languages operations and COBOL desirable.
- 3 years of related college work.

Offices are located in Zone 2, with some travel required. Send resume and particulars to Box 1900, Editor & Publisher.

### DISPLAY ADVERTISING

#### MANAGEMENT TRAINEE ADVERTISING

Arizona newspaper wants sharp salesperson with management ability. Applicant must have desire to achieve and good sales and layout ability. Base salary plus incentive. Send resume to Box 1939, Editor & Publisher.



## HELP WANTED

### DISPLAY ADVERTISING

**MEDIATE OPENING** for aggressive salesman who can handle all types retail accounts. Contact Gene Lof-  
The Daily Democrat, Woodland, if, 95695.

**ADVERTISING DIRECTOR**  
Eugene Register-Guard, Eugene, Oregon is seeking an experienced, professional advertising director to head a staff of 54.

makeup is 100% cold type and we are in the process of converting to offset. Present advertising director is retiring March 1974.

base send complete resume and salary desired to Edwin M. Baker, General Manager, Eugene Register-Guard, P.O. Box 10188, Eugene, Oregon 97401.

**UCH SHOES TO FILL**, Mid-size daily and Sunday in Central Washington must replace ad director who continually showing impressive gains being promoted out of job. Individual must be conscious of profit and ability. Good salary plus performance incentives. Tell us by letter and resume if you are the individual to fill our ads. Reply to Mr. Blumhagen, The Daily Republic, P.O. Box 1618, Yonah, Washington 98907.

## RETAIL ADVERTISING SALESMAN

omotion from within department with immediate opening for sincere, ambitious professional retail advertising salesman with proven track record of success.

allenges, additional responsibilities, and potential and remuneration (base salary and incentive) are all excellent.

u'll have at your disposal meaningful research and marketing data plus all necessary sales tools to assure your success. In addition, you'll be representing one of America's finest 7-day metropolitan newspapers located in a dynamic growth market.

nd comprehensive resume to John W. Bell, Retail Advertising Manager, The Tampa Tribune and Times, P.O. Box 3, Tampa, Fla. 33601.

**RETAIL ADVERTISING**  
e of New England's (Zone 1) forest daily and Sunday newspapers seeks professionals with successful background in newspaper advertising sales, layout and copy. Competitive newspaper market sales experience helpful. Excellent salary and fringe benefits. Fine opportunity. All responses confidential. Send resume and references to Box 16, Editor & Publisher. An Equal Opportunity Employer.

**ICAGO NEWSPAPER REP FIRM** seeks outstanding salesman to join staff. If you have a degree and 2 or more years of successful newspaper experience, we would like to hear from you. \$20,000 plus incentive. Resume to Box 1909, Editor & Publisher.

## ADVERTISING MANAGER

cellent opportunity for experienced, ambitious selling executive. Should be dwestern and like Missouri town 12,000. Prize-winning ABC newspaper. Excellent salary, commission and fringe benefits. Write or wire Box 1953, Editor & Publisher.

**ANTED: MANAGEMENT TRAINEE**  
Midwest newspaper group to replace year old who joined us right out of leg and has moved to Advertising director position with one of our pers. If you are willing to work hard to learn, we have the program to give you into management at a young age. Degree is necessary. Masters degree and/or some sales experience helpful. Starting salary \$15,000 to \$3,000. Send resume to Box 1596, Editor & Publisher.

**DITOR & PUBLISHER** for December 8, 1973

## HELP WANTED

### DISPLAY ADVERTISING

**ADVERTISING DIRECTOR** for group-owned daily in Indiana with 20,000 circulation. If you have never managed but think you have the capability, this may be your chance. Degree is necessary. No one is too young to apply. \$18,000 plus commission. Send resume to Box 1911, Editor & Publisher.

**WANTED: SALESMAN** with ability to become ad director and possibly publisher. Group needs ambitious person capable of advancement. Fast growing group West and Southwest. Full resume, references. Great opportunity. Box 1908, Editor & Publisher.

## NEWSPAPER ADVERTISING SALES

If you have recent newspaper display ad sales experience and are ready to move up, rush resume and salary requirements to Jerry Coffey, Ft. Lauderdale News, P.O. Box 131, Ft. Lauderdale, Fla. 33302 or call (305) 527-4311, ext. 356.

**ADVERTISING SPACE SALESMAN** for San Francisco office. Newspaper Representative for firm. Newspaper or agency experience helpful. Position open January 2, Box 1880, Editor & Publisher.

**WANTED**—Aggressive advertising sales person who wishes to assume responsibility as advertising manager for strong central Michigan weekly newspaper. Excellent opportunity to advance in growing company. Contact Robert MacDonald, Publisher, Gratiot County Herald, Ithaca, Michigan 48847. Phone (517) 875-4151.

## EDITORIAL

**CITY EDITOR**—Energetic, imaginative deskman-reporter with editing and layout experience, interested in moving up to staff supervision. Will direct reporters, plan local coverage, layout city pages in modern 6-column format, cover occasional stories. Competitive 27,000 daily in Lake Erie resort city. Send layout and writing samples, present salary to John Hammack, Managing Editor, Register, Sandusky, Ohio 44870.

## ASSISTANT CITY EDITOR

Prize-winner of a medium sized PM daily has spot in vibrant city for a city deskman to layout local news and help ride herd on a staff of 10 reporters, photographers. Creativity, enthusiasm musts. Chart Area 4. Box 1870, Editor & Publisher.

**NEWS DEPARTMENT PERSONNEL**  
—Require all levels for expansion program. Northeast. Box 1857, Editor & Publisher.

**NEWS EDITOR**, 5-afternoon daily offset to handle wire, local copy. R. M. Bellatti, Daily Star, P.O. Box 512, Nowata, Okla. 74048.

**SPORTS WRITER** for progressive Zone 2 PM. Must have experience and enthusiasm for horse racing, plus ability to write on fishing, hunting and the outdoors. Send resume to Box 1929, Editor & Publisher.

**WANTED: REPORTER-EDITOR**, Central Florida semi-weekly. Great future in rapidly growing area. Will consider recent J-School grad. Position now open. Call John Caldwell (813) 422-4991.

**EDITOR/WRITER**  
Southern California fishing tackle manufacturer actively seeking good writer and organizer to run high quality in-house publication. Must be detail minded, able to work without supervision and run own show—and be an avid fisherman. Experience in publishing helpful. Great growth potential. Salary open. Send resume to Box 1888, Editor & Publisher.

## HELP WANTED

### EDITORIAL

**NEWS EDITOR**—Needed for fast growing small 5-day offset daily. Don't want clock puncher. Must handle all news areas. Open now. Don Kirkpatrick, Publisher, Daily Democrat, Lamar, Mo. 64759.

**SPORTSWRITER** with at least 3 years experience, preferably from Southwest or West, to join major league 10-man department and cover major assignments. Many fringe benefits. Write to Regis McAuley, Sports Editor, Daily Citizen, P.O. Box 26767, Tucson, Arizona 85726.

**WILD LIFE**  
Leading national and international wild life magazine needs writer-editor with first-rate freelance and/or staff credentials. Superb writing-reporting skills and proven editorial judgment essential. Tremendous opportunity for a pro's pro. Enclose writing samples, references with resume. Box 1936, Editor & Publisher.

**RELIGION EDITOR-WRITER**—Charismatic Missions organization expanding publications department. Religion writing background helpful, but not an absolute. Zone 9. Send employment and salary history. Box 1845, Editor & Publisher.

## EDITORS

For experienced, adventurous and mobile journalists, two Southeast Asia publications have openings:

- 1) The Asia Magazine, a multinational English-language Sunday supplement of 450,000, needs a seasoned reporter/writer with competence in editing, rewriting, layout and make-up, preferably with both newspaper and magazine experience. This correspondent will be based in Hong Kong and will travel throughout Asia one week a month. Travel expenses to Hong Kong will be paid, as well as return trip upon successful completion of a two-year contract. Person with no minor dependents preferred. Salary range: \$15,000 plus adequate travel allowances.
  - 2) Singapore Straits Times, an English-language daily (circulation 250,000), needs a journalist who will serve as resident professor of journalism to the newspaper's editorial staff. Applicant must have thorough knowledge of profession and be able to conduct seminars, analyze and comment on copy and train reporters. Travel expenses to Singapore will be paid, as well as return trip upon successful completion of two/three year contract. Salary range: \$15,000.
- Please send detailed resume outlining professional experience to Box 1394, Editor & Publisher. Include samples of published works. List references.

## COPY EDITORS

The Arizona Republic has opening for competent copy editors capable of tight editing and a high standard of headline writing. Working conditions excellent, fringe benefits highest, and pay as good or better than Southwest standards. Apply (please do not re-apply if we have earlier application) to Managing Editor Harold K. Milks, The Arizona Republic, P.O. Box 1950, Phoenix, Ariz. 85001.

**OPPORTUNITY** with one of America's fastest growing publishing companies located in Fairfield County, Conn.

**GOLF WRITER/EDITOR**—experience, editing writing style, knowledge of all aspects of game essential. Should play golf—some travel. Fringe benefits. Send resume and writing samples to Box 1957 Editor & Publisher.

**WANTED:** Reporter-writer for well established English language daily in Latin America. Faultless. English working knowledge of Spanish. Good future, interesting work. Write full details, references, resume to Box 1949, Editor & Publisher.

## HELP WANTED

### EDITORIAL

**COPY EDITOR** with some experience for No. 5 spot on desk of PM daily on Florida Gulf Coast. Call Managing Editor at (813) 743-0411.

**ENERGETIC BUSINESS WRITER** for nation's leading state business magazine. Interest in business essential. Write Lee Butcher, Florida Trend, P.O. Box 2350, Tampa, Fla. 33601.

## EDITOR

Major metropolitan newspaper in Area 5 seeks editor to direct special coverage of the Inner City. Must have experience in reporting and copy editing—experience as sub-editor would be helpful. Please apply in strict confidence with your salary requirements to Box 1948, Editor & Publisher.

**WRITER/REPORTER**, with editing skills, for associate editor position on reform-oriented, independent national Catholic newspaper. Strong journalism background and awareness of religious issues required. Send samples of writing, resume and salary requirements to: Managing Editor, National Catholic Reporter, Box 281, Kansas City, Mo. 64141.

**MANAGING EDITOR**  
Oversees 10 weekly newspapers in Worcester, Mass. area.  
Experience necessary. Salary open.  
Paul Tinsley  
Recorder Newspapers  
340 Main St.  
Worcester, Mass. 01608  
(617) 756-8314

**FEATURE WRITER** needed in mid-February, possibly sooner. We are looking for a bright reporter who can cover a wide range of duties with special emphasis on regular feature work. This would be an excellent opportunity for a recent J-grad who does not want to be deskbound. Send resume, salary requirements and writing samples to J. L. O'Connor, Daily Chief-Union, Box 180, Upper Sandusky, Ohio 43351.

## NEWS EDITOR

The Metro-East Journal, a 40,000 PM daily in a highly competitive southwestern Illinois location, seeks an imaginative editor who can produce story and picture ideas that put warmth and excitement in the paper; an experienced writer and copy editor who insists on fairness, accuracy and quality; a supervisor who brings vigor and enthusiasm to the leadership of a hard-working staff.

If you offer ability and experience as reporter, copy editor and supervisor, we offer you a good salary and benefits and the opportunity to advance in a respected newspaper group.

Send resume to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

**AGGRESSIVE**, young, morning, cold type newspaper needs experienced newsroom help for expansion. Write full background to Box 1950, Editor & Publisher.

**REPORTER** for sports and news—J-School grad acceptable. Small 6-day daily. Write Publisher, Daily Press, P.O. Box 179, Artesia, N.M. 88210.

**SPORTS EDITOR:** Recreation gallery. University. 5-day week. Send resume and clips to Managing Editor, Daily Chronicle, Bozeman, Mont. 59715.

## FREE PLACEMENT SERVICE

### Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

New England Daily Newspaper Assn.  
340 Main St., Room 627  
Worcester, Mass. 01608

**HELP WANTED****FREELANCE**

FREELANCER'S TAX MANUAL explains tax savings, overlooked deductions. Saves writers, artists, photographers money. \$2.95 postpaid. Money back guarantee. Write Journalist, 7318 Lugary, Houston, Texas 77036.

**LIBRARIANS**

EXPERIENCED newspaper librarian with library and/or journalism degree. Duties as assistant: some administrative, indexing, filing, typing, reference, and knowledge of microfilming. Guild shop. Metropolitan daily, Zone 5. Box 1800, Editor & Publisher.

**MISCELLANEOUS**

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

**PRESSROOM**

PRESSMAN for Cottrell V15A, \$100-\$160 to start depending on experience. Opportunity for quick promotion to head pressman. Zone 2. Box 1831, Editor & Publisher.

**URBANITE PRESSMAN SUPERVISOR**

Union shop. 7-unit Urbanite press. 100,000 daily circulation tabloid. Night shift starting 7 PM. Collect run. We need an experienced pressman to print our newspaper and to take charge of the pressroom. Will work directly with the Production Manager. Command of Spanish helpful but not essential. Send resume and salary desired to El Nuevo Dia, P.O. Box 297, San Juan, Puerto Rico 00902, Attn: Production Manager.

**PRODUCTION**

PRODUCTION SUPERINTENDENT needed for 10-20M offset daily in suburban Zone 3. Responsible for composing/press/plant. Supervising more than 20 full-time employees. Part of growing newspaper group. Send resume and references to Box 1932, Editor & Publisher.

**NEWSPAPER BINDERY NIGHT FOREMAN**

You should be familiar with folders, cutters and the McCain stitcher. Supervisory ability is a must. Excellent opportunity for individual growth. Fine fringe benefits. Your reply will be held in absolute confidence. Send resume to Personnel Director, Pioneer Press (Sub. of Time, Inc.), 1232 Central Ave., Wilmette, Illinois 60091.

**NIGHT COMPOSING ROOM FOREMAN**

Working foreman for 10-20M Zone 2 offset daily. Supervisory experience essential, perf skills desirable. Must be familiar with photocomp and pasteup. Box 1884, Editor & Publisher.

**ELECTRONIC TECHNICIAN**

Progressive medium size daily in Zone 4 needs a composing room technician. Preferably with third generation experience. (Comp Star Pacesetter.) Opportunity with major newspaper group in a great area to live. Send resume and salary requirements to Box 1844, Editor & Publisher.

**LINOTYPE AND INTERTYPE MACHINIST**

Must have electronics experience and experience in complete rebuilding of typesetting machines. Apply direct: Inland Newspaper Machinery Corp. 1720 Cherry St., Kansas City, Mo. 64108 (816) 221-9060

**HELP WANTED****PUBLIC INFORMATION****Assistant Director  
Dartmouth News Services**

Responsibilities span the broad range of news work at an educational institution, as reporter-writer for the News Services covering activities of the College and its graduate schools of medicine, engineering and business administration. Will initiate and write news and features, provide media with coverage of special and spot news events and plan and implement coverage of specific campus activities. AB degree preferred, or its equivalent in outstanding experience and personal qualifications. Minimum 3 to 5 years editorial experience. Additional radio, TV news experience desired. Ability to relate to people, imagination, drive and sound judgment and workmanship essential. Salary \$11,000-\$12,000.

Submit resume to Employment Manager, Office of Personnel Administration, Centrex Building, Dartmouth College, Hanover, N.H. 03755.

**DARTMOUTH COLLEGE**

*An Equal Opportunity Employer, with an affirmative action plan*

Classified Ads in EDITOR & PUBLISHER are as effective in the newspaper community as your newspaper's classifieds are in your community.


**SALES REPRESENTATIVES****SALES REPRESENTATIVES****HELP WANTED****PUBLIC RELATIONS****FINANCIAL WRITER**

Atlanta-based corporation seeks experienced financial writer to join award-winning public relations staff. Need skilled writer who can interpret financial reports and explain them in simple terms for news releases, annual reports and other reports to stockholders, news media and general public. Prefer business degree-holder. Good salary. Equal opportunity employer. Send resume. Box 1838, Editor & Publisher.

To answer box number ads in

**EDITOR & PUBLISHER**

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manilla envelope. Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

**SALES REPRESENTATIVES**


## Sales Representatives for Compugraphic's Phototypesetting Systems are needed in several major U.S. cities.

Here's your chance to join a company that's grown from ten people to more than 1600 people in just over ten years, with current sales at \$47,000,000 a year—up from \$30,500,000 last year!

Don't pass up this once-in-a-career opportunity to join one of the industry's fastest growing and most successful sales organizations. You'll need brains, self-initiative and a strong background in sales or production. Knowledge of the industry and competitive systems is also required.

We'll provide paid orientation and training at our suburban Boston headquarters, a company car, an expense account and a prime territory.

If this interests you, you interest us. Please forward a resume to our Sales Recruiting Manager to arrange for a convenient, confidential interview.

**COMPUGRAPHIC CORPORATION**

80 Industrial Way, Wilmington, Massachusetts 01887

(617) 944-6555

Listed: American Stock Exchange

An Equal Opportunity Employer

**compugraphic**  
CORPORATION



# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## CLASSIFIED

### ADVERTISING RATES

#### POSITIONS WANTED

(Payable with order)

1-week .....\$1.15 per line, per issue  
2-weeks .....\$1.25 per line, per issue  
3-weeks .....\$1.35 per line, per issue  
4-week .....\$1.45 per line, per issue

Count 5 average words per line  
or 38 characters and/or spaces

3 lines minimum (no abbreviations)

Add 50c per insertion for box service and  
count as an additional line in your copy.

Air-mail service on box numbers also  
available at \$1.00 extra

Do not send irreplaceable clippings,  
etc. in response to 'help wanted'  
advertisements until direct request is  
made for them. E&P cannot be re-  
sponsible for their return.

#### OTHER CLASSIFICATIONS

(Remittance should accompany clas-  
sified copy when submitted unless  
credit has been established).

1-week .....\$1.70 per line, per issue  
2-weeks .....\$1.80 per line, per issue  
3-weeks .....\$1.90 per line, per issue  
4-week .....\$2.00 per line, per issue

Count 5 average words per line  
or 38 characters and/or spaces

3 lines minimum (no abbreviations)

Add 50c per insertion for box service and  
count as an additional line in your copy.

Air-mail service on box numbers also  
available at \$1.00 extra.

#### DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or  
other decorations, changes your classified  
ad to display. The rate for display-classi-  
fied is \$3.60 per agate line—\$50.40 per  
column inch minimum space.

Classified Contract Rates Available  
On Request

### Editor & Publisher

350 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

## ACADEMIC

PHOTOGRAPHER with experience on  
daily newspapers and national maga-  
zines, having all courses completed for  
PhD and teaching experience, is look-  
ing for position teaching photojournal-  
ism on a college level. Box 1899, Edi-  
tor & Publisher.

## ADMINISTRATIVE

QUALITY and profit-oriented executive  
put 2 weeklies in black. Ready to pub-  
lish medium daily or head large daily  
editorial department, \$30,000 minimum.  
Box 1859, Editor & Publisher.

I'VE WORKED MYSELF OUT of a  
job, and I am too young to retire. I am  
a 35-year-old publisher of a small daily,  
and I am seeking a publisher job on  
a newspaper with 10,000 or more  
circulation in the West. Presently I am  
stalled in unaggressive family owner-  
ship situation. I have achieved an out-  
standing record of growth and profit-  
ability. My correspondence must be in  
confidence, and yours will be too. Box  
1931, Editor & Publisher.

VICE PRESIDENT and General Man-  
ager, Zone 1 weekly newspaper publish-  
ing chain, 60M circulation, conditioned  
for growth sales, profit and expansion.  
Letterpress/offset conversion experi-  
ence, added bonus. Box 1866, Editor &  
Publisher.

## CARTOONISTS

AWARD-WINNING editorial cartoon-  
ist, 28, presently with major national  
weekly, seeks position as editorial car-  
toonist for medium or large liberal  
daily. Quality stylist with sharp po-  
litical perception needs only challenge  
of daily work to excel. Any Area. Re-  
sume, clips. Box 1956, Editor &  
Publisher.

## CIRCULATION

ASSISTANT CIRCULATION Manager,  
17 years experience in metro circulation  
Little Merchant Program, Motor  
Route, Distributor and Councilor sys-  
tems. Box 1988, Editor & Publisher.

## DISPLAY ADVERTISING

AD MANAGER, 35, degree, experi-  
enced sales, design, layout, most ma-  
chinery, plus some news experience.  
Would like opportunity to general man-  
ager or assist publisher in near future.  
\$250. Box 1955, Editor & Publisher.

WORKING AD DIRECTOR, non-metro  
daily, 50, BJ Missouri, \$250. Area 3,  
4, 6, 8. Box 1031, Editor & Publisher.

ADVERTISING REPRESENTATIVE,  
10 years sales and production experi-  
ence on both medium and large size  
dailies. Above average layout skills. Box  
1913, Editor & Publisher.

## EDITORIAL

YOUNG married man seeks position as  
sports writer for daily or weekly. Will-  
ing to work hard and learn. Prefers  
people-oriented reporting and features.  
Call (618) 649-2363.

COPY EDITOR—10 YEARS PR, 15  
NEWS; NOW WORKING. BOX 1835,  
EDITOR & PUBLISHER.

PEARSON-PEGLER type controversial-  
ist seeking political gossip-comment  
column. Presently TV news producer, net-  
owned station; also newspaper freelan-  
cer and teacher, MA, 19 years experi-  
ence. Box 1922, Editor & Publisher.

SPORTS EDITOR/WRITER, 21, single  
(i.e. flexible), 4 years experience week-  
ly, major college, small daily. Good in  
darkroom, nonsports writing, offset  
composition. Medium, large daily or  
good offer from small daily. Any Area.  
Box 1852, Editor & Publisher.

## EDITORIAL

MANAGING EDITOR (11 years), re-  
porter, sports columnist (16 years)  
seeks responsible position on medium  
sized daily. Won back-to-back state  
wide awards for editorial writing (1969-  
70). Previous newspaper increased cir-  
culation from 18,000 to 38,000 while  
managing editor. Will relocate. Box  
1928, Editor & Publisher.

EXPERIENCED, young investigative  
and science reporter looking for a job  
on a metro daily. Box 1923, Editor &  
Publisher.

HARDWORKING REPORTER, 25, has  
covered Capitol Hill for 16 months;  
writing and editing experience on 3  
Baltimore dailies. Seeks general as-  
signment or science reporting on daily.  
Any Area. (301) 946-6597 or Box 1903,  
Editor & Publisher.

EDITOR, TEACHER, writer. Litera-  
ture doctorate, former university teacher,  
with reporting, photo experience.  
Now run 2 busy bureaus handle split,  
editorial pages, much more for 18,000  
daily. Seeking challenging position  
where I can use my resources to full-  
est. Strongest area: writing. Box 1912,  
Editor & Publisher.

EDITORIAL / FEATURE WRITER:  
Also Straight News, Photography, on  
metro/non-metro dailies, magazines;  
desires change: BS, married, sober, re-  
liable, scholarly. Box 1878, Editor &  
Publisher.

TAKE ME—I'm yours—if you want a  
young, ambitious newswoman, J-grad  
with 2 years reporting/editing/photo  
experience on urban weekly. Conscienti-  
ous, reliable—willing to work long  
hours for challenging job on medium  
large daily in Zone 1, Box 1937, Editor  
& Publisher.

SPORTSWRITER — Recent J-School  
graduate, Sports editor of major col-  
lege daily. Will relocate anywhere.  
Write Box 1889, Editor & Publisher.

WRITER-PHOTOGRAPHER with MA  
has spun wheels for 18 months with  
good but limited daily. Anxious to climb  
to magazine or 70,000 + newspaper.  
Prefer Zone 2, if not, 1, 3 or 5, Box  
1881, Editor & Publisher.

SMALL CITY NEWSMAN, 15 years  
experience in all phases of local news  
reporting and editing, many state  
awards, stuck in rut, seeks new chal-  
lenge. Single, will go anywhere. Box  
1879, Editor & Publisher.

## EDITORIAL

WEEKLY EDITOR seeks position as  
editor or city editor with 10,000+  
daily. Excellent references, 10 years  
experience, winner of numerous awards.  
Seek challenging post. Box 1943, Edi-  
tor & Publisher.

J-GRAD, 26, MJ in December, MA in  
English 72, public relations experience,  
seeks reporting spot, any Zone. Box  
1924, Editor & Publisher.

REPORTER, 32, with 12 years experi-  
ence in all size dailies in all beats.  
Orientated towards spot news with  
some camera ability. Seek position in  
Zones 6, 7, 8 or 9. Box 1942, Editor &  
Publisher.

WORKING EDITOR, 38, hit by paper  
shortage, needs job. Family man, col-  
lege trained all phases communications.  
Arnold Jeffcoat, North Broadway, Sid-  
ney, Ohio. Call: (513) 492-0042.

SPORTS COLUMNIST—10 years with  
daily award-winning outdoor column.  
Prefer outdoors, would consider light  
humor, sometimes critical sports col-  
umn. Box 1941, Editor & Publisher.

REPORTER—8 years experience, 2 on  
daily. Like beat, investigative report-  
ing. Box 1944, Editor & Publisher.

YOUNG, AWARD-WINNING sports  
editor, 4 years daily pro experience,  
seeks more challenging position. Have  
covered everything from prep sports to  
traveling with major league club for  
3 summers. Also award-winning photo  
work. Editor understands my desire to  
grow. Box 1952, Editor & Publisher.

DESKMAN displaced after sale-realign-  
ment of daily seeks post in Areas 3 to  
6. J. R. Kammerer, 422 Berth, Water-  
loo, Iowa 50702. Phone (712) 234-8182.

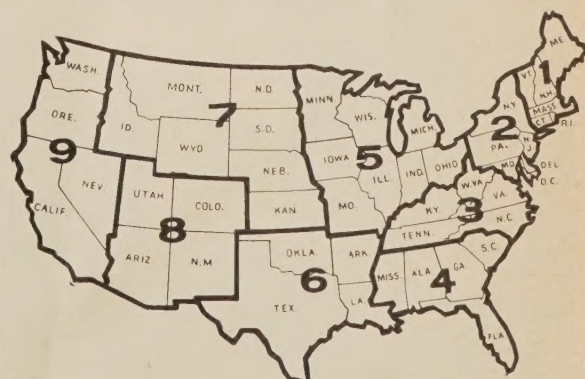
YOUNG COUPLE seeks editorial duties  
—with eye towards ownership—on  
small newspaper in Zone 3. Experi-  
enced in reporting, editing, layout,  
public relations, photography. Dedicated  
journalists willing to sacrifice pay in  
big city for opportunities with growing  
newspaper. Box 1954, Editor &  
Publisher.

## FREELANCE

COMMERCIAL ARTIST/CARTOON-  
IST—(20 years experience) desires free-  
lance by mail. Write P.O. Box 8643,  
Philadelphia, Pa.

## E&P Employment Zone Chart

Use zone number to indicate location without specific identification





# Shop Talk at Thirty By Robert U. Brown

Past Week's Range  
of Stock Prices

## NEWSPAPERS

11/27	12/4
Affiliated Publications (AMEX) .....	65 7/4
American Financial Corp. (OTC) .....	13 1/2 13 1/2
Booth Newspapers (OTC) .....	14 1/4 12 3/4
Capital Cities Bdcstg. (NYSE) .....	38 33 3/4
Com. Corp. (OTC) .....	3 1/4 3 1/4
Cowles Comm (NYSE) .....	5 3/4 5 1/4
Dow Jones (OTC) .....	24 23 1/2
Downer Comm (OTC) .....	1 1/4 1 1/8
Gannett (NYSE) .....	30 3/2 32 1/2
Gray Comm. (OTC) .....	9 1/2 9 1/2
Harte Hanks (NYSE) .....	8 1/2 7 1/4
Jefferson-Pilot (NYSE) .....	33 1/2 31 1/4
Knight (NYSE) .....	26 26 3/4
Lee Enterprise (AMEX) .....	10 3/4 10 1/8
Media General (AMEX) .....	22 1/2 21 1/2
Multimedia (OTC) .....	12 1/2 12 1/2
New York Times (AMEX) .....	11 1/2 11 1/2
Panax (OTC) .....	2 3/4 2 3/4
Post Corp. (WISC.) (OTC) .....	10 3/4 9 1/4
Quebecor (AMEX) .....	12 1/4 11 3/4
Ridder Publications (NYSE) .....	14 12 3/4
Southern Press (CE) .....	10 29 3/4
Spiegel (OTC) .....	8 1/2 8 1/2
Thomson Newspapers (CE) .....	12 1/2 12
Time Inc. (NYSE) .....	31 28 3/4
Times Mirror (NYSE) .....	16 1/2 17
Toronto Star (CE) .....	22 1/2 20 1/2
Washington Post (AMEX) .....	18 1/2 17 3/4

## SUPPLIERS

11/4	10 1/2
Abitibi (CE) .....	11 1/4 10 1/2
Addressograph Multi. (NYSE) .....	1 1/4 1 1/4
Alden Electronics (OTC) .....	1 1/4 1 1/4
Allair (OTC) .....	3 1/4 4
Anglo-Canadian (CE) .....	18 —
Ball Corp. (OTC) .....	9 1/8 9 3/4
B. C. Forest (CE) .....	18 1/2 18 1/4
Berkey Photo (NYSE) .....	9 1/2 8 1/2
Boise Cascade (NYSE) .....	12 1/2 13 1/2
Compugraphic (AMEX) .....	21 3/4 25 1/4
Compuser (OTC) .....	5 1/4 5 3/4
Crown Zellerbach (NYSE) .....	33 3/4 31 1/8
Cutler-Hammer (NYSE) .....	25 3/4 25 1/2
Dayco (NYSE) .....	13 1/2 13
Digital Equipment (NYSE) .....	89 1/2 84 1/4
Domtar (AMEX) .....	22 20 1/2
Dow Chemical (NYSE) .....	48 3/4 52 3/4
Dymo (NYSE) .....	13 3/4 14
ECRM (OTC) .....	7 6 3/4
Eastman Kodak (NYSE) .....	115 1/4 109 3/4
Ehrenreich Photo (AMEX) .....	9 1/2 9
Eltra (NYSE) .....	26 1/2 24 1/8
General Electric (NYSE) .....	60 59 1/2
Georgia Pacific (NYSE) .....	32 1/2 34 1/2
Grace, W. R. (NYSE) .....	21 1/2 21 1/2
Great Lakes Paper (CE) .....	22 1/2 21 1/4
Great No. Nekooza (NYSE) .....	44 1/4 43 1/4
Harris Intertype (NYSE) .....	26 3/4 28 1/8
Immont (NYSE) .....	6 1/2 5 1/2
International Paper (NYSE) .....	44 1/4 44 1/4
Itek Corp. (NYSE) .....	18 1/2 19 1/2
Kimberly Clark (NYSE) .....	33 1/2 32 1/2
Log Etronics (OTC) .....	5 1/2 5 1/2
MacMillan, Bloedel (CE) .....	32 1/4 31 1/2
Milgo Electronics (AMEX) .....	15 1/2 16 1/2
Millmaster Onyx (AMEX) .....	7 6 1/4
Photon (OTC) .....	80 3/4 76
Richardson (NYSE) .....	9 3/4 8 1/2
Rockwell Intl. (NYSE) .....	25 1/2 25 1/2
Singer (NYSE) .....	41 1/2 38 3/4
Southeast Paper (OTC) .....	16 3/4 16
Southwest Forest Ind. (NYSE) .....	8 7 1/2
Sun Chemical (NYSE) .....	15 14 1/2
Wheelabrator-Tyco (NYSE) .....	11 11 1/2
White Consolidated (NYSE) .....	10 9 1/2
Wood Industries (AMEX) .....	8 1/4 8

## 10 COMMANDMENTS OF PUBLISHING

A little inspiration never hurt anyone, and the newspaper business can always use a large measure of it.

J. Warren McClure, vicepresident for marketing for the Gannett Newspapers, isn't exactly a Moses come down from Mount Sinai but after more than 25 years in the newspaper business he has put together "A Marketing Man's 10 Commandments for Newspaper Publishing Today." He first exposed them before a recent meeting of the Inland Daily Newspaper Association in Chicago.

We like them because they combine some hard-headed practical business philosophy with journalistic ethics and professionalism.

Here they are:

• "You shall strive to serve the customers, whether readers or advertisers, and give them what they want, on time."

McClure says most publishers will feel they are doing that now. But is everyone from reporter to pressmen doing it, he asks?

• "You shall express opinions only on the editorial or opinion pages, and retain news columns for the presentation of newsworthy items reported fairly without bias or favor."

That ought to go without saying, McClure adds, but too many newspaper people ignore basic standards of truth and fair play.

• "You shall eliminate the publication of unnecessary irrelevancy, and trivia."

Citing the newsprint crunch, no more be said.

• "You shall improve methods of production to provide newspapers that are easier, faster, more enlightening, and more fun to read."

In the new world of automation, watch out for the garbles and goofs and fuzzy printing: What shall it profit us if we gain better production and lose the affection of our readers and advertisers in the process?

• "You shall continually teach all newspaper personnel, offering them more responsibility and recognition, so that their capabilities will improve and grow."

Recognition of efforts to improve will breed more ambition and energy among people—and people are the name of the game.

• "You shall seek out all advertisers, doing whatever is possible to create greater sales and profits."

That is stating the obvious: McClure has a list of 50 ideas to get those untapped accounts.

• "You shall seek new readers of all ages and help them to know more, to understand more, to be entertained more, and to save more."

How many readers are you losing, or missing? Give readers a better product and you'll get more of them.

• "You shall start and stop presses on time, avoid newsprint waste, and maintain

the condition and efficiency of the plant and equipment."

On time delivery is the key to contented readers, advertisers and carriers. Don't waste equipment, supplies or time.

• "You shall help to develop the confidence and skills of young carriers so they can prepare to become the leaders of tomorrow."

Don't stop nurturing among young people enthusiasm for selling and servicing and for taking advantage of American private enterprise.

• "You shall always do what is right, honest, professional, and profitable for all concerned."

Profits follow fair play, honesty and professional conduct, McClure believes.

And, getting inspirational, he told the publishers: "Your newspaper is just as good as you are, or it will be just as good—or bad—as you become. You are the catalyst for the team spirit that's so vital to any enterprise. If the energy crisis at your newspaper is you, you'd better take some positive steps, because this business isn't going to get any easier or the competition any less. You must keep your personnel sold on the newspaper, just as you must keep your customers sold on the newspaper."

McClure has responded his Commandments in a handy four-page pocket folder which concludes with this: "Everyone wants Achievement, Responsibility, Recognition, Instruction, Variety, Elevation to ARRIVE! Better people make better newspapers. Better newspapers make better sales."

Amen.

## Satellite circuit

A satellite circuit to serve nearly 50 newspapers and broadcast stations in South Korea was opened November 21 by United Press International and Orient Press. The 24-hour circuit joins UPI Asian headquarters in Hong Kong with Seoul.

# HISTORY MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

## WASHINGTON STAR-NEWS

Washington, D.C.

EDITOR & PUBLISHER for December 8, 1973



*"The truth is wildlife has increased in the South's managed forests... a fact we should no longer ignore."*

Dr. Leslie Glasgow

*University Professor of Wildlife Management, formerly Director of the Louisiana Wildlife and Fisheries Commission*

Dr. Leslie Glasgow is an eminent biologist and a man deeply concerned with the environment and the preservation of wildlife. Recently Dr. Glasgow made this statement: "All the recent publicity about environment has gotten a lot of people thinking about our forests and the wildlife in it. Which is good. But it has also spawned a lot of misconceptions, the principal one being

that wildlife cannot thrive and multiply in the well-managed forest. Nothing could be further from the truth. Actually, in the well-managed forest, periodic thinning, harvesting and regeneration create browse and nourishment for wildlife. Proof of this is found in the fact that many species of wildlife in the Southern forests have increased in tremendous amounts since the early 1940's

when forest management began in earnest in the South."

It's good to be concerned about wildlife and the environment. It's also good to know the truth. And the truth is that in the well-managed forest wildlife can thrive and multiply. For more information, write to: Southern Forest Products Association, P. O. Box 52468, New Orleans, Louisiana 70152.







## Which of your editorials got the best results?

During his years as editor-in-chief of Scripps-Howard Newspapers, the late Walker Stone was noted for his plain-speaking, pithy editorials. He attracted nationwide attention in 1952, when Scripps-Howard was supporting Dwight D. Eisenhower for President, with an editorial charging that "Ike is running like a dry creek." This editorial sparked the President-to-be to campaign harder.

The Walker Stone Awards are a new competition open to newspapermen and women in the field of editorial writing.

They will consist of a first prize of \$1000 and a certificate, and an honorable mention prize of \$500.

Yardstick for judging will be the effectiveness of the editorials as measured by results, and work submitted must have been published in a U.S. newspaper in 1973.

Examples could be editorials in support of civic reforms, or worthy civic programs; in opposition to the expenditure of un-

necessary monies by local officials; the elimination of graft; editorials in favor of better housing, better police protection, etc.

Sponsored by The Scripps-Howard Foundation, judging will be by a panel selected and supervised by the School of Journalism of Oklahoma State University, Mr. Stone's alma mater.

Submit entries to **Walker Stone Awards**, Scripps-Howard Foundation, 200 Park Avenue, New York, N.Y. 10017. Postmarked no later than Feb. 1, 1974, each entry must be accompanied by a sponsoring letter from the newspaper. No entry blank is required, and entries become property of The Scripps-Howard Foundation.

**Scripps-Howard  
Foundation**

200 Park Avenue, New York, N.Y. 10017

